

## Do you love to dig in to data to create business insights?

Don't wait any longer and apply now! Haystack is looking for YOU!

### SAY YES IF OUR OFFER CAN DELIGHT YOU

We are investing as much in people as in innovations. We create an environment that offers opportunities to develop and where you feel part of a great, dynamic and passionate team of colleagues and experts. Join a fresh-eyed company where ownership and autonomy are encouraged.

- Challenging projects for an international client base seeking added value
- Customized training plans and exciting career opportunities
- We embrace 'hybrid' working! In a very nice and inspiring office in Heverlee where collaboration is stimulated combined with working from home. We organised ourselves in such a digital way to optimize our way of working at the same level as well from home as at the office.
- A competitive salary on top of a set of extra-legal advantages in a very flexible environment based on mutual trust. A company where colleagues are proud of each other, where successes are celebrated and where everyone is aiming for the same goal: a healthy, sustainable and most of all fun best place to work.

### SAY YES IF YOU WANT TO JOIN AN 'AMAZING PLACE TO WORK'

Evidence-based consulting for better & smarter decisions, powered by senses.

Haystack Consulting, founded in 1974, helps global brands make better and smarter decisions to drive business growth. Our team of needlefinders delivers actionable insights with deep perspective. Our "whatever it takes" approach, rooted in consumer understanding, allows us to craft bespoke research solutions. Using an array of scalable, best-in-class & innovative methodologies, we provide research & consulting solutions that help you make better & smarter decisions and create an impact in your organization.

We don't just ask what is, but explore what could be:

- **Explore and innovate** - Combining entrepreneurial agility with commercial rigour to create winning innovations in products, services and packaging.
- **Brand Strategy** - Helping to shape a distinct and long-term future of your brand, from market and category understanding to inception and communication.
- **Shopper behaviour & retail strategy** - Providing intuitive shopper insights that deliver a more engaging shopper experience.
- **Stakeholder activation** - Ranging from co-creation and collaboration with internal and external stakeholders, to realizing the full potential of insights across the business.

## SAY YES IF YOU ARE THE DATA & MARKET RESEARCH SCIENTIST WE ARE LOOKING FOR

As Data & Market Research Scientist you love to go beyond the numbers and give advice in creating complex research designs and /or complex data analysis; you like to produce reliable predictive and prescriptive insights based on advanced statistical modelling and/or machine learning methodologies. Performing analysis is the major focus of this position.

- You find joy in extracting knowledge, insights and added value from structured and unstructured data by using scientific methods, processes, algorithms and systems
- You oversee and conduct the conversion of data into insights that will lead to informed business decisions. You bring the insights to our internal stakeholders and support our researchers in writing pithy, relevant, compelling and actionable summaries, conclusions and implications that give our clients strategic advice on where to go next.
- You are able to communicate complex ideas in simple terms
- You build and develop strong relationships with all internal stakeholders. You possess an in-depth interest in the client's business and relevant industry trends/issues impacting their business
- You apply your knowledge of statistics to business challenges and work together with colleagues to ensure that the results of your work are well understood and put to good use
- You will be part of the Haystack Academy for value-added data analysis

## SAY YES IF YOU FEEL YOU ARE THE ONE

- You have good knowledge of querying large complex data sets using SPSS or SAS and have knowledge about predictive modelling (statistical and/or machine learning methods)
- You have a strong interest in programming languages like R, Python,...
- You have knowledge about data visualisation tools
- You have a well-rounded understanding of the marketing research industry
- You love to devour consumer research and psychology matters with an analytical spirit
- You drive best-in-class understanding and knowledge of data to maximise its value
- You are a professional and inspiring communicator
- You are proactive, enthusiastic and a genuinely caring person
- You are passionate about teaming up, showing the 'make it happen' attitude
- You are practical and organized
- You work independently & result-oriented in an accurate, consistent and proactive manner
- You love finding answers to research or business questions, regardless of the methodology

## 4 TIMES YES?

- Now that your heart is beating faster and you can't wait to tell your friends about the above... Stop, breathe in and apply via our website: [www.haystack-consulting.com/join-us](http://www.haystack-consulting.com/join-us)

We look forward to hearing from you!

**At Haystack, we empower people, brands and ideas to reach their full potential"**

Website: [www.haystack-consulting.com](http://www.haystack-consulting.com)

Industry: Market Research - Headquarters: Heverlee, Belgium – Founded in 1974

Locations: Amsterdam (the Netherlands), Antwerp (Belgium), New York (United States of America)