

Always dreamed to be Director Strategic Consultancy at Haystack?

Don't wait any longer and apply now, we are looking for YOU!

SAY YES IF YOU WANT TO BE THE DRIVING FORCE BEHIND STRATEGIC CONSULTANCY

As Director Strategic Consultancy you contribute to the business at a high level, thinking especially on how to improve our clients' bottom line and generate growth through brand and retail strategy. You are a 'go-getter', transforming clients into strategic partners and developing new business through consultancy.

- You make our unique consultancy approach shine! You are the ambassador of our consulting solutions at C-level within Marketing & Sales departments by optimizing growth strategies through marketing, pricing, category management and sales optimization.
- You love to translate client needs and challenges into the most effective strategic approach, connecting the dots through excellent stakeholder management/
- You ensure that all day to day client liaisons run smoothly, you oversee and manage the entire project in very close collaboration with our research experts. You combine hybrid qualitative and quantitative research, resulting in business dashboard deliveries.
- Finally, you build the growth platforms with our clients. Conducting strategy workshops with both marketing and sales management gives you energy! Turning the data into actionable marketing strategies, category management excellence and customized go-to-retail approaches is what you go for. You provide top level consulting that ensure sustainable growth.

SAY YES IF YOU FEEL YOU ARE THE ONE

- You have an extensive understanding of the FMCG market on both manufacturer and retail side
- You are an expert in category management and segmentation with an analytical spirit
- You have the natural flair to lead workshops with top management and come to actionable plans
- You are known as an expert in shopper insights and brand experience consulting and love to empower people by high level co-creation sessions
- You are pro-active and enthusiastic
- You like to team-up, showing the 'make it happen' attitude
- You have 10+ years' experience in a similar consulting strategy function
- You have a superior level of verbal and written communication skills in English.

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
- A very nice and inspiring office; and top-notch sensory lab in the green suburbs near Leuven
- A competitive salary on top of a set of extra-legal advantages

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 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.

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

Website: www.haystack-consulting.com

Industry: Market Research

Company Size: 50-100 employees

Headquarters: Heverlee, Belgium

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

Founded: 1974

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 send your application letter and resumé (CV) to joinus@haystack-consulting.com

We look forward to hearing from you!