



Commercial Account Director, CPG in Chicago

For over 80 years, GfK has been a reliable and trusted insight partner for the world's biggest companies and leading brands who make a difference in every consumer's life - and we will continue to build on this. We connect data, science and innovative digital research solutions to provide answers for key business questions around consumers, markets, brands and media. With our headquarters in Germany and a presence in around 60 countries worldwide, you benefit from our global company with a diverse community of ~9,000 employees.

Harnessing the power of our workforce, the greatest asset we have is our people. As part of GfK, you can take your future into your own hands. We value talent, skills and responsibility and support your development within our international teams. We are proud of our heritage and our future: Currently we are in the latter stages of a transformational journey from a traditional market research company to a trusted provider of prescriptive data analytics powered by innovative technology. This is only possible with extraordinary people and this is why we are looking for YOU to help create our future. For our employees as well as for our clients we pursue one goal: Growth from Knowledge!

Job Description

The Commercial Account Director, Consumer Packaged Goods (CPG) is a senior research professional with broad and deep research experience responsible for creating, maintaining and developing partnership relationships with research and marketing clients, with a background in the CPG sector. The Commercial Account Director plays a critical role for the organization as the primary client contact and senior brand and CPG category consulting expert. You will be responsible for the overall relationship with key clients, with a primary focus on insight generation and integrating knowledge from various engagements. You will be expected to maintain approximately \$3 mil volume of client research business each year. The Commercial Account Director is highly visible and represents the GfK brand to the outside world and as such is expected to consistently live that brand within GfK and in the marketplace. The Commercial Account Director is jointly responsible with the client services team for delivering exceptional thinking, recommendations and service on every project in order to create significant impact on the client's business.

Essential Duties and Responsibilities:

- Develop exceptional client relationships in support of GfK's partnership strategy.
- Develop and execute Strategic Account Planning.
- Create opportunities for GfK across our matrix and partnerships, generating key integrated engagements for GfK.
- Close business through exceptional research, consultative selling and communication skills.



- Guide and enhance compelling proposals that demonstrate outstanding research design to meet client needs within applicable constraints.
- Bring deep Industry understanding and context to the client relationship.
- Demonstrate excellent strategic skills in reviewing and improving client research reports, and enhancing final summaries and conclusions for client research projects.
- Insight generation and Excellence in story-telling.
- Integrate various data streams to provide actionable recommendations and a compelling consultative story to senior level clients.

Experience and Skills:

- Minimum 7-10 years related work experience marketing research or equivalent combination of education and experience.
- Client-side CPG experience very much preferred, experience in marketing, advertising, product planning and/or strategy ideal.
- Must have excellent communication, presentation and persuasion skills.
- Must have a proven track record for achieving sales goals and delighting clients.
- Based in Chicago area, predominantly based in the Mid-West, expected to be no more than 5-10% at most.

Education

Bachelor's degree in business, mathematics, or sciences, or equivalent experience.

We offer an exciting work environment that brings people together. We encourage an entrepreneurial and innovative spirit. We make use of the latest digital technologies. We are looking for self-starters, who accept challenges and create solutions.

Can there be a better place to take center stage in the digital revolution? We are excited to getting to know you!