

Insights2020: Head of Insights Profile

- Has strong business, strategy and marketing experience, perspective, and credibility
- Brings forward looking, consumer-centric mindset to leadership and the total corporation.
- Is outcome, business impact focused rather than on methodologies
- Derives power base from consumer-centricity and holistic understanding of the business.
- Deep function building experience: *strategy, structure and capability*
- Drives robust, pragmatic and innovative insights strategy and methodology
- Embraces experimentation in objective setting and approach
- Cultivates senior insights talent from methodology expertise to business consultancy role
- Has proven experience and promotes in- and external strategic partnering approach
- Provocative and challenging thinker who is open-minded and collaborative
- Ambition to influence holistic business and full marketing strategy (including M&A)
- Is a D/I type in DISC profile, not the traditional “C” (conscientious) profile
- Highly developed story-telling ability: to simplify, clarify and integrate complex sets of inputs and inspirationally share and provoke implications discussions with senior leaders
- Has board-level advocacy skills: constructively defend a strong point-of-view
- Strong influencing skills across a wide range of business and other stakeholders
- Has a broad experience background –including outside of client insights functions
- Proven track record of leveraging consumer and shopper insights into business strategy
- Has experience in working on global brands in a multi-national corporation
- Has global experience credibility: working across cultures, in local and global teams
- Highly skilled in moving from strategy to execution
- Looks for insight away from averages to strategic pockets of opportunity
- Strong relationships with both *Data and Tools* and *Strategic* agencies and consultancies
- Proven information systems, big-data and analytics collaboration experience
- Same level or higher than category / brand leaders
- High touch, high EQ, highly relational
- Strong focus on building insights capability in order to improve business impact
- Whole-brain profile