



## Director of Market Research

Department: Data & Research

Location: Chicago, IL

Reports to: Division President, Data & Research

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### POSITION DESCRIPTION

For 100 years, Doane Advisory Services has connected first-hand farmer intelligence with agribusiness professionals, purchasing directors and government agencies. Leveraging agriculture's largest farm database, through Farm Journal, we survey and talk to more farmers & ranchers than any other ag-analysis company – and then bring that exclusive insight to our clients.

Doane Advisory Services and Farm Journal are seeking a **Director of Market Research** to lead the development of a market research practice built on the foundation of Farm Journal's broad dataset and deep access to farmers and during a time of significant investment and rapid growth.

### Skills/Professional Experience

- You have strong fundamental market research analysis skills, with a strong preference to experience in agriculture. An advanced degree is preferred, but significant past experience is a good substitute.
- You have command of qualitative and quantitative market research tools and methods, including advanced statistics software and survey tools.
- You have significant experience in all phases of market research and management – product launches, pricing, positioning, channel and promotions strategy, etc.
- You can distill all business questions and challenges into an analytical test.
- You have a deep well of relationships in and knowledge of the agribusiness.
- You have a vision and excitement for building a market research practice.
- You know how to lead others. You will be a person the organization looks to as a role model and a guide of our culture.
- You know how to get the best out of others.
- You possess high emotional intelligence.
- You present well as the face of our organization before the client.
- You deliver what you say you will deliver on time and at the highest quality.
- You want to create a high-energy, creative, fun and analytical culture.
- You have experience building businesses.
- You can travel up to 20% of the time.

For more [information](#) or questions on any Farm Journal job postings, please contact:

### **Krystel Rummans, HR Generalist**

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