

## **DuPont Pioneer**

**Job Title:** Senior Marketing Analyst  
**Reports to:** Regional Marketing / Integrated Strategy Lead, Singapore  
**Location:** Singapore

### **Summary**

- Provides analytical and professional level support to improve management decision-making by utilizing decision sciences for business planning and risk assessment activities.
- Assists Regional Marketing Lead in implementing processes, methodology and strategy thought partnership which furthers Pioneer's understanding of decision drivers and enhances the planning and risk/reward assessments and investment decisions of the region.
- Supports the region in use of appropriate processes, decision tools and information systems designed to assure common approach to assessing the market and assurance that information flowing into the Asia Pacific planning processes (further into the Pioneer planning processes) is derived and analyzed under a common frame and terminology.

### **Responsibilities**

- Actively involved in planning work :
  - Work closely with the Business Unit (BU) marketing managers and finance leads to support the development of robust annual 5 year plans
  - Assist in the development and compilation of well aligned growth Portfolio of Initiatives (POI) for the BU's
  - Responsible for alignment of 5 year plans and POI's with Asia Pacific financials
  - Responsible for market research projects, analysis, insights integrating business unit/country market information through a transactional process to gather market data with economic and competitive intelligence data to draw key observations, trend(s), and potential implications for the region
- Analysis Interpretation and Delivery
  - Develop and deliver executive summaries, reports, and graphics that clearly communicate the key project conclusions and implications for Pioneer with limited direct supervision. May work directly with BU marketing leads in supporting BU marketing projects
  - Develop reports and tools for monitoring business metrics and support other reporting needs for regional leadership team
  - Effectively communicate regional findings to enable decisions makers to make informed decisions based on solid market data analysis, opportunities and risks, effectively integrating insights into planning exercises
  - Identify and monitor key marketplace trends that impact strategic planning including demographic information, farm operator management practices, cost of production components, purchasing patterns, and economic indicators.
- Responsible to serve as key regional connection point to enterprise global Market Economics and enterprise and global Competitive Intelligence network expertise and provide insights to the region.
  - Connect with N.A. Market Information & Analysis group and BU Analysts for best practices

## **Requirements**

- Minimum Bachelor's degree in Marketing / Economics / Business Administration / Statistics. Candidates with an Agriculture-related degree (with Agriculture Economics preferred) or Agronomy degree with coursework in business, business planning, business finance, and economics will have a strong advantage
- 5 years experience in marketing information/research and business planning risk analysis including economic analysis
- Preference for experience in the agribusiness industry
- Experience working in a change environment as well as demonstrated capability to drive and influence change upward, laterally and downward. Process improvement and productivity enhancement experience preferred.

## **Other Qualifications**

- Demonstrated analytical competency including a high level of exploratory data analysis skills
- Ability to quickly learn and integrate various IT platforms and software packages used to enable data analysis processes
- Ability to assess internal customer needs to determine best approach and format of data output to enable business processes, decision making, and/or proactive approach to outmaneuver competitors/industry trend(s)
- Modeling experience in MS Excel, Access, Mapinfo, SAS will be preferred
- Knowledge of statistical tools will be preferred