LabVantage®

Job Description
Duties and Responsibilities

Job Title:	**Market Analyst**
FSLA:	**Exempt**
Department:	**Product Management**
Prepared By:	**Denise Bell**
Reports To:	**Denise Bell**
Date:	**11/20/23**

A. Job Description Objective

We are seeking a highly analytical and detail-oriented Market Analyst to join LabVantage Solutions. As a Market Analyst, you will play a key role in researching and analyzing market data, providing valuable insights that will contribute to the growth and success of our organization. This position combines market analysis with product management to help LabVantage make informed decisions. This position requires a sharp mind, strong analytical skills, and the ability to interpret complex data sets.

B. Primary Job Objectives

- Conduct comprehensive market research and analysis to identify emerging trends, competitive landscapes, and growth opportunities within the LIMS industry.
- Gather and analyze data from various sources such as market reports, customer surveys, and industry publications to track market trends and consumer behavior.
- Develop primary research proposals that identify specific questions and hypothesis needed to validate our position in the market.
- Develop and maintain databases of market data, ensuring accuracy and relevancy of information.
- Monitor and evaluate the performance of our products and identify areas of improvement by analyzing sales data, customer feedback, and market trends.
- Collaborate with cross-functional teams to provide recommendations and insights for product development, marketing strategies, and pricing decisions.
- Prepare detailed reports and presentations summarizing market analysis findings, including visual representations of data and key insights.

- Stay updated on industry news and market trends to provide timely and relevant analysis to stakeholders.
- Segment the laboratory informatics market based on various criteria, such as industry, size, and specific laboratory needs, to assist in targeting the right customer segments effectively.
- Analyze how competitors position themselves in the market and identify strategies for differentiation and effective positioning.

C. Job Qualifications Necessary

- Must have at least a Bachelor's degree in a relevant field such as marketing, business, economics, statistics, or a related field.
- 2-3 years of experience in performing market analysis or product management.
- Previous experience working with, or knowledge of LIMS software and laboratory workflows is highly recommended.
- A good understanding of the LIMS markets and industries it serves.
- Strong research methodologies.
- Strong working knowledge of Microsoft Excel and Microsoft Office suite.
- Ability to write and clearly communicate research findings and recommendations, with a demonstrated record of successful market research report delivery.
- Strong analytical and critical thinking skills.
- Team player – focused on collaborative working.
- Interest in working with/across a global team.