



**TITLE: STRATEGIC ANALYTICS MANAGER**

**ENTITY: HEDLEY & BENNETT**

**REPORTS TO: DIRECTOR OF OPERATIONS**

**CLASSIFICATION: EXEMPT**

### **JOB OVERVIEW**

This role will report to the Director of Operations to build analytics capabilities at Hedley & Bennett. This role will create tools and processes to inform and improve many critical business decisions. One core focus will be demand forecasting and inventory/merchandise planning across all products and sales channels, solidifying processes and tools to optimize the balance of cash and inventory. Beyond that, this role will be responsible for identifying, prioritizing, building, and implementing new analytical decision-making tools and capabilities across the organization. While living within Operations, this role will work heavily with Product, Marketing, and Finance teams to drive value creation and enable decision-making on all teams.

### **RESPONSIBILITIES**

#### **Analyze and forecast sales demand; plan inventory accordingly**

- Maintain a dynamic model of H&B sales and inventory (across all channels & products) to inform continual (weekly) inventory planning of raw materials and finished goods to enable the full business to reach its sales potential in a cash-efficient way
- Lead product-level forecasting and margin analysis across existing products, new product launches and new product categories
- Partner with **Marketing** to understand ad performance, upcoming plans, and upside potential to ensure sufficient inventory on hand of all products in every week of the year
- Partner with **Production** to manage vendor relationships and expectations, and provide all PO directives to Production Manager for placement
- Partner with **Product & Marketing** to continually identify, analyze, and test possible drivers of product performance on the website, including but not limited to size, color, weight, features, design, photography, etc.
- Partner with **Product & Marketing** to price and plan inventory for new apron capsules and new product categories
- Lead weekly, monthly, and/or quarterly reviews of product-level business performance and resulting adjustments needed, with a particular focus on merchandising and inventory management

#### **Build analytics capabilities at H&B**

- Gain leadership team alignment on the broad strategy and positioning of analytics at H&B
- Identify & prioritize (based on value creation potential) the range of possible analytics applications at H&B; likely early applications include...
  - Product pricing & margin optimization (ex.: elasticity testing)
  - Product launch & marketing campaign lookback analytics
  - Voice of customer work (ex.: customer surveys)
- Customer cohorts, insights & LTV trends (ex.: segmenting business to inform marketing spend by customer profile, by acquisition channel, by first product, etc.) Take each analytics project from concept to wireframe of a tool, soliciting input from all relevant stakeholders to each effort
- Partner effectively with external data experts to design, build, and implement decision-enabling tools in the H&B data system (AWS, Tableau)
- Serve as primary owner of all tools and decision-making processes built, until if/when a more natural business owner takes over the process



## SKILLS

- Deep understanding of operational and financial business drivers, how they interplay with each other, and how they drive bottom-line business results
- Ability to create, maintain, manipulate, and translate expert-level Excel models
- Ability to conceptualize, design, build, and utilize data tools (H&B's platform is AWS with a Tableau interface)
- Ability to synthesize large, disparate, and/or incomplete data sets into dynamic decision-enabling tools
- Ability to draw connections and recognize patterns through large data sets
- Exceptional ability to translate between the big picture (ex.: business growing 100%+ YoY) and granular details (ex.: product-level inventory planning)
- Distinctive ability to problem-solve both quantitative and qualitative situations
- Ability to seamlessly transfer discussions and "what if" conversations into clear quantified scenarios with risks, rewards, and necessary investments quantified
- Excitement to develop hypotheses, derive analytically rigorous answers, test results, and adjust quickly
- Extremely high EQ, with an ability to collaborate effectively and build trust quickly with all stakeholders

## QUALIFICATIONS

- Ideal candidate has at least a Bachelor's degree from a top university, 3+ years of investment banking experience OR 3+ years of management consulting experience
- Exceptional analytical capabilities (Excel expert; comfortable in other databases and systems)
- Passion for high-growth ecommerce, direct-to-consumer, consumer brands, and/or consumer products
- Ability to perform with a high degree of professionalism, maturity, integrity, and business ethics
- Exceptionally proactive, 'go-getter' mindset to self-start and find answers in the face of ambiguity and uncertainty
- Solution-oriented mindset
- Ability to adapt to new information and new trends
- Genuinely curious and excited to grow; has an open mind and challenges with respect
- Able to maintain and foster a sense of calm under pressure
- Thrives in a hands-on, entrepreneurial environment
- High confidence, low ego, and the utmost character integrity
- Positive, cheerful, high-energy disposition