

Manager – Business Intelligence and Market Analysis

Manager – Business Intelligence and Market Analysis will be responsible for the development and supervision of a team of Licensing Managers and Business Analysts to support the company's technology development and licensing business. This position requires a professional with outstanding project management skills, strong understanding of technology markets, and independent judgment in analysis and problem solving. This is a challenging and stimulating role for a talented business professional with superior abilities.

Primary Responsibilities:

- Managing all business intelligence, financial analysis and marketing efforts in support of the company's product development and licensing business
- Developing "go to market" strategies including complex pricing models, proposals, cash flows and revenue forecasts to support licensing activities in a broad range of market segments including Aerospace & Defense, Automotive, Computers, Consumer Electronics, Industrial Products, Networking, Medical and Scientific Equipment, Semiconductors
- Identifying and prioritizing prospective licensee companies through detailed research into their competitive landscape, pricing, and product trends to ensure resources are applied to high revenue opportunities
- Contributing to each step of the licensing effort and playing a key role in closing licensing transactions by providing real-time negotiation support
- Preparing highly technical marketing materials in collaboration with engineering, sales, and legal groups
- Presenting findings and conclusions on the economic impact of the use of the company's intellectual property in dozens of industries and hundreds of businesses
- Partnering with Licensing Executives to develop individualized account strategies and facilitate meeting preparation for each of the 500+ prospective licensees through rigorous research and meticulous analyses of a wide range of resources – SEC filings, investor presentations, industry reports, technology publications
- Working closely with the licensing team to develop account acceleration programs
- Managing licensee compliance including agreement terms, rights granted, royalty payments, reporting, after-acquired entities
- Developing internal audit reports and determining company-wide priorities through the analyses and assessments of data and business processes; leading efforts for the automation of business processes and efficiency improvements

- Managing complex assignments and large projects from concept through delivery in a cross-functional team environment

Qualifications:

- 5+ years of experience in market and industry analysis or equivalent
- Bachelor's degree required; Master's degree preferred; Business or Engineering majors preferred
- Proficient with Excel, Power Point, and Word
- Background in technology markets – spanning a wide array of industries
- Experience working closely with senior management or other high ranking individuals; ability to influence decision makers
- Experience managing people directly and indirectly; leading by example
- Experience with project management in a cross-functional team environment
- Ability to anticipate deliverables and proactively seek to carry out projects
- Keen attention to detail
- Extremely high professional standards
- Integrity, dependability, and trustworthiness are a must; experience working with highly sensitive and/or confidential materials