

## **Senior - Market Analyst**

Senior Market Analyst will be responsible for market, financial, and product analysis to support the company's technology development and licensing business. This position requires a professional with outstanding analytical 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:**

- Research and analysis utilizing a wide range of resources – technology publications, industry research reports, SEC filings, sales forecasts, and marketing materials
- Presentation of findings and conclusions on the economic impact of the use of the company's intellectual property in dozens of industries and hundreds of businesses, including the evolution of relevant technologies
- Identification and prioritization of prospective customers
- Creation of relevant marketing materials and development of value propositions and customer proposals in collaboration with licensing executives, engineering and legal teams

### **Qualifications:**

- 2-5 years of experience in market and industry analysis or equivalent
- Bachelor's degree required; Business or Engineering majors preferred
- Ideal candidate has a background in technology markets – spanning a wide array of industries
- Strong research and analytical skills
- Project management experience
- Ability to provide a logical framework to support conclusions
- Excellent oral and written communication skills
- Proficient in Excel and Power Point