

# Head of Intelligence

The Head of Intelligence will be reporting into the Chief Strategy Officer and will be leading an agile and dynamic team of experts in industry and consumer intelligence for the Group. He / she will be responsible for overseeing the development and transformation of the Group's expertise in terms of industry and consumer understanding. He / she will work closely with their Intelligence, strategy & Growth counterparts and will actively interface with Management, partners and business units to ensure that the intelligence provided allows on the market needed to make more informed and data-driven decisions, while keeping the consumer at the heart. He / she will ensure a strong relationship with internal partners as well as building a strong external network to strengthen the Group's visibility on their industries and consumers. He/she will have to understand the business requirements, turn them into business cases and be able to find the most relevant approach to provide an answer.

## Key Responsibilities:

- Driving and transforming Consumer and Industry intelligence
- Assign and manage individual objectives for performance management purposes
- Lead and empower team members
- Ensure the growth and professional development of the team whether through technical up skilling or coaching
- Assess and optimize Intelligence tools to ensure relevance for management and business partners
- Sourcing for new digital research techniques, methodologies and vast knowledge on tools to capture live data and insights
- Synthesize disparate data sources to digestible top line summary reports that provide a view on the a strategic big picture
- Custodian of the consumer's voice
- Identify and design Group proprietary insights on strategic or operational topics, from conceptualization to analysis of results and roll out internally and externally
- Acting as an internal consultant on consumer research
- Leading the Consumer Insights Committee and involve key stakeholders (Strategic Marketing, MUSE, Data Office) in the committee to identify the various consumer knowledge gaps on a companywide level and ensuring actionable outcomes
- Proactive and constant engagement with internal stakeholders to support them on their Intelligence needs
- Lead and champion deep understanding of shifts in consumer demands and future facing foresight by identifying and monitoring consumer motivations, behaviors, pain points, interactions with the fashion / beauty retail in general.
- Guide senior and brand leaders in asking the right questions and co-building their consumer research plans to answer them.
- Ensure the development of the consumer intelligence in KSA leveraging the Consumer Analyst based in KSA.
- Evolving Industry Intelligence
- Position Chalhoub Group as the expert of High end fashion and Prestige Beauty markets
- Drive the creation a network of experts (whether internally or externally) and maintain relationships to provide / gather operationally relevant data and industry insights

## Your Profile:

- Be a team player, creative, motivated, with good presentation skills, analytical and flexible
- Strong understanding of business needs and ability to turn insights into action through knowledge generation and activation (not just data collection)
- Ability to manage multiple stakeholders across functional teams, with experience presenting to mid-level management
- A minimum of 10 years of relevant experience, with at least six years in a similar role
- Experience of research study is a must
- Experience in the research department of strategic consultancies would be valued
- Experience in the beauty and /or fashion field would be valued
- Arabic (read, written and spoken) would be a bonus