

# Senior Consumer Insights Executive

Kooptation

CHALHOUB GROUP  
مجموعة شلهوب

We are seeking a highly skilled and experienced Senior Consumer Insights Executive to join our team. As a strategic leader in the organization, the Senior Consumer Insights Executive will be responsible for understanding consumer behavior and preferences to inform product development and marketing initiatives. The ideal candidate will have a strong background in market research, data analysis, and consumer insights, and the ability to translate data into actionable recommendations. With excellent communication and interpersonal skills, the Senior Consumer Insights Executive will collaborate with cross-functional teams to drive business growth through a deep understanding of the consumer. If you have a passion for uncovering consumer insights and a track record of driving business impact, we would love to hear from you.

## What you'll be doing

- Develop and shape group-wide and targeted consumer studies, coordinate with agencies and Group data sources
- Design, analyse and present primary and secondary market research projects (Qualitative, Quantitative, offline, online, ad hoc, longitudinal, co-creation, etc.)
- Connect with various business units to understand their requirements and shape reports accordingly
- Communicate action orientated insights to the business through qual/quant synthesis and compelling/visual storytelling
- Proactively identify and develop new opportunities/ white space for GCC consumer research and link it to strategic priorities of the Group
- Track data on global consumer sentiment to measure variances vs GCC markets
- Proactively seek new data sources and integrate it into the consumer research
- Collaborate across the Intelligence, Strategy and Grow teams on consumer projects and group/segment wide studies
- Be an agent of change for consumer knowledge and insights

## What you'll need to succeed

- Curious, proactive, and passionate about luxury industry
- Minimum of 3+ years of consumer research experience in a luxury brand
- Bachelor's Degree in Marketing, Economics, Psychology, Sociology or related field required
- Team player, motivated, with very strong analytical and presentation skills
- Experience in selecting appropriate, diverse research methodologies, designing research studies, and trying new methods when appropriate
- Experience leading projects with ownership of suppliers, research, and schedule
- Curious professional continuously striving to develop him/herself
- Arabic (read, written and spoken) is a bonus

## What we can offer you

With us, you will turn your aspirations into reality. We will help shape your journey through enriching experiences, learning and development opportunities and exposure to different assignments within your role or through internal mobility. Our Group offers diverse career paths for those who are extraordinary, every day. We recognise the value that you bring, and we strive to provide a competitive benefits package which includes health care, child education contribution, remote and flexible working policies as well as exclusive employee discounts.