

SUBJECT: Disney Career Opportunity - CMR Modeling and Analytics Manager – Located in Orlando Florida -912946BR

Dear Colleagues-

I have an opening on my team for a CMR Modeling and Analytics Manager position and am asking you to share this job description (below) with qualified candidates within your personal network

If you know someone who might be a good fit, please encourage them to apply via www.disneycareers.com . I won't be able to accept resumes and applications myself – they are all handled by our HR Recruiting team via the on line application process.

Many thanks for your consideration,

Ryan Walker
CMR Modeling and Analytics Manager II
Walt Disney World

Title:

CMR Modeling and Analytics Manager

Reports to: Ryan Walker, CMR Modeling and Analytics Manager II

CMR Modeling and Analytics Manager – Located in Orlando, Florida - 91294BR

The CMR Modeling and Analytics Manager will distill insights from analytics and translate those results into business and marketing recommendations in a continuously evolving environment to meet business objectives. Create innovative means to test, analyze, understand, act on, and measure CMR activities and programs. Successfully collaborate with a variety of technical, analytical and business teams to reach optimal solutions, and communicate and present the methodologies, results, and recommendations to partners and executives.

Basic Qualifications:

- Minimum 3 years hands on experience in conducting data analytics to design, test and implement strategy for marketing programs leveraging expertise in a variety of quantitative methods including data mining, text mining, clustering and segmentation
- Proven experience with translating business questions into appropriate analytic or business intelligence applications that yield actionable results
- Demonstrated strong partnering skills
- Demonstrated proficiency with SAS (Base, MACRO, Enterprise Miner), SQL, database systems and data retrieval techniques (preferably Teradata)

- Demonstrated strong written and verbal communication skills

Preferred Qualifications:

- SAS Certification in Predictive Modeling or Advanced Programming

Required education:

- Bachelor's degree in Statistics, Economics, Business Administration, Mathematics, Computer Science or equivalent

Preferred qualifications:

- Master's Degree in MIS, Statistics, Data Mining, Computer Science or a related field