



Ava is a digital health company with the aim to revolutionize women's health. The company is headquartered in Zurich, Switzerland with offices in San Francisco and Hong Kong and partner offices in Belgrade and Makati. Our wearable device, smart app and proprietary predictive algorithms empower women by giving them unique clinically researched insights and personalized data about their menstrual cycle, fertile window, and pregnancy. All delivered in a way that's convenient and non-invasive. Ava is a global, award-winning brand with strong social network communities. Our current key markets include USA, Canada, Germany, Switzerland, Spain, UK, and Hong Kong.

Would you like to join us on our challenging adventure? We are looking for a Market Research & Customer Insights Manager to help build a leading global women's health brand. This is a new, highly analytical, strategic and tactical position based in San Francisco that will report to the Global Brand Director and reinforce our growing brand team. You will be responsible for building the foundation for how and what we learn about the women's health care market, our customers, and driving results.

How does the global competitive environment evolve? What does the path to purchase look like for our different customer segments in different markets? Which messages were influential in their purchasing decision? How can we make our digital advertising more efficient? These are some of the core questions that are crucial to reaching our ambitious growth goals, and we're looking for you to help answer them.

Market Research & Customer Insights Manager

Location: San Francisco, CA

Responsibilities:

- Develop complete marketing research projects through identification of appropriate research objectives and execute projects against same
- Manage all aspects of market research, including framing problems, designing research methodologies, implementing high-quality data collection, and analyzing results
- Guide the team in research- and data-driven identification of business opportunities and provide strategic input to marketing plans
- Ensure that all learnings and results of research conducted are clearly communicated and understood by the team
- Work with a variety of stakeholders (consumer, healthcare providers, employer etc.) to create experiment roadmaps, define KPIs, and test your findings in the wild. Once a project is complete, drive changes in Ava's marketing to leverage your learnings
- Translate customer insight findings into clear and actionable insights through in-depth analysis and Partner with teams across the company, including product and data science, to understand our customers from all sides and perspectives
- Create our customer journey map, understand the pre-purchase customer touchpoints and their frequency, and define our ideal customer funnel/path to purchase
- Serve as one of the primary go-to person in setting marketing objectives, informing strategies and business opportunities by providing guidance to Ava's leadership in identifying and articulating key business issues and knowledge gaps, and in finding new business opportunities for Ava

About You:

- Bachelor's degree in a field such as social science, statistics, market research, economics, or similar field; masters degree is a bonus preferred with a concentration in research, marketing, or quantitative analysis
- 4-6 years of marketing research experience in increasingly responsible positions, with mastery of a wide variety of research techniques/applications
- Familiarity with women's health consumer products and brands
- Experience in end consumer market research, preferable also with with healthcare providers



- Experience setting up analytics events and analyzing the data collected
- Experience modeling large datasets and conducting statistical analyses using R or Python
- Strong qualitative and quantitative analysis skills and proficient in statistics
- Broad and deep research experience across qualitative and quantitative methods, such as: market segmentation, brand tracking, advertising effectiveness (TV and digital), and more
- You thrive in a fast-paced, results-oriented, exciting start-up environment
- You have excellent organizational and communication skills and attention to detail with demonstrated ability to handle multiple projects and details simultaneously without missing deadlines
- Affinity for women's health, medical devices, and digital technology and passion about Ava's mission to revolutionize women's health

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please apply online or send your complete application to recruiting@avawomen.com.

We appreciate that you share our excitement for Ava. Please be aware that only fully documented applications (resume & motivation letter) can be considered. Please note that this role is full-time and based in our San Francisco office; we will not consider remote candidates.

Ava – Revolutionizing women's health

Sonja V. Lutz, Global Brand Director

Should you not hear back from us within 3 weeks your application has unfortunately not been successful for the respective role.