

## KANTAR RETAIL

Kantar Retail is an insight and consulting business that delivers a competitive advantage to clients through forward-looking insight, proven advisory and transformative education. We can solve client issues from strategic to tactical and provide organizations with the skills and capabilities to act. We offer clients better internal alignment and project efficiency, from insight through strategy to activation, and across marketing through category to sales.

### **Company Profile:**

**\*\*Headquarters:** London

**\*\*Offices:** 15 worldwide; 4 U.S. (Wilton, CT; Cambridge, MA, Evanston, IL; Columbus, OH)

**\*\*Clients:** Over 300 partners world-wide

### **What They're Looking for:**

**\*\*Strong analytical skills, verbal communication skills, leadership skills**

**\*\*Previous internship experience, campus activities**

### **Typical Positions for Graduates:**

**\*\*Client Service Analyst**

CSAs work with both the client service team and software development team to ensure that all software applications meet the clients' business needs and that they are viewed as a vital value-added resource.

**\*\*Project Analyst: Business Analytics**

Primary responsibility is analysis and manipulation of data-- syndicated sales performance, profitability, strategic modeling, shopper behavior data, etc. -- for use in sales and marketing projects.

**\*\*Project Analyst: Shopper Insights**

As a Project Analyst in the Shopper Insights group, you will work to understand shopper behavior and translate these insights into strategic recommendations and tactics for both our manufacturer clients and our retail partners.

**\*\*Research Associate**

Primary responsibilities are analysis and interpretation of consumer behavior, causal and sales data - sales performance, industry benchmarking, purchase conditions, etc. - for use in strategic sales and marketing projects.

Application Deadlines: Hires Year Round

Location: Wilton, CT

### **Recruiting/Interviewing Timeline:**

**\*\*On Campus Interviews—October (if applicable)**

**\*\*Rounds of Interviews: 2**

### **Broad Network of Resources:**

**\*\*2009:** Kantar Retail formed when MVI, Glendinning, Cannondale, Retail Forward and Red Dot Square merged.

**\*\*Kantar is also part of the WPP—the world's largest communications group.**

### **Kantar's Philosophy:**

*Kantar Retail has all the benefits and resources of an established consulting company, with a small company feel. It is our priority to retain a culture that allows us to run on a fairly informal basis, with a flat organizational structure, allowing analysts to have significant interaction with all consultants. Teamwork is critical to our success, and we strive to foster a team atmosphere in which we all work to achieve a common goal of delivering value to our clients, and financial success to the firm.*

### **For More Info:**

[www.kantarretail.com/](http://www.kantarretail.com/)