



North America ▾

GAME CHANGERS

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7/6/2017

Behavioral Science Center - Behavioral Scientist

Tracking Code

2753-736

Job Description

Behavioral Science Center (BSC), one of the first dedicated centers on Behavioral Science and Behavioral Economics, is seeking a Behavioral Scientist to join our team of Behavioral Scientists.

The Behavioral Science Center works closely with all business units in Ipsos North America, one of the largest market research organizations in a global organization). In the Ipsos Behavioral Science Center, you will be directly working with the President of Behavioral Science and Behavioral Economics (1) develop market research to help clients better understand and predict customer behaviors. This is an unparalleled opportunity to apply academic research insights into practical business challenges in a variety of industries from CPG, Pharma, Financial Services, Loyalty, and Advertisement, and various research methodologies (e.g., both qualitative and quantitative). Ipsos also has a strong relationship with the academic community as well. For example, we have a Yale-Ipsos Behavioral Science Center (led by President of BSC, Namika Sagara, Ph.D.) and Duke-Ipsos Think Tank (led by Gavan Fitzsimons, Ph.D. and Mark Friedman, Ph.D.) clients. Several Marketing Professors such as Cait Lambertson, Ph.D. and Ryan Hamilton, Ph.D. also partner with us to advance our consumer understanding.

Location: New York City with occasional traveling (up to 10%).

Key Job Responsibilities

- Act as an internal consultant (or through collaboration) to help Ipsos market research team apply Behavioral Science to business challenges
- Most of the key activities for this position will be around research proposal and designs (and not execution). Conducting literature review, suggesting research designs, as well as providing general consultation on Behavioral Science (e.g., data collection and analysis) are important to this role, these activities are not likely to be your day to day responsibilities
- Assist Ipsos research teams to better qualify opportunities where we can leverage Behavioral Science to best solve client challenges
- Attend client meetings to discuss the potential use of Behavioral Science to help provide solutions for client's business challenges
- Explore potential use of Behavioral Science in broader research setting at Ipsos with key internal stakeholders
- Develop training materials based on academic research

Qualifications

- PhD in behavioral science field, such as psychology, social science, consumer behavior, or behavioral economics
- Experience in one or more core industry sectors served by Ipsos highly desirable
- Superb written and oral communication skills with ability to synthesize complex information and communicate it effectively
- Ability to engage effectively with a wide range of people, including senior executives, academics, sales people, and other stakeholders
- Capable of balancing priorities of simultaneous projects and demands.

Job Location

New York, New York, United States

Company Location

US - New York - 1271 Ave Of The Americas (3531353)

Company Location Description

NY City, NY (1271 Americas)

Department

IMQ (09576)

Position Type

Full-Time/Regular

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