



Analyst Market, Products & Programs

Crelogix Credit Group is 35 year old company that has undergone a leadership and business transformation in the past 7 years repositioning the company today as a fast-growing (10 fold growth since 2004) specialty finance company providing over 6,000 businesses across Canada with consumer installment loan funding, servicing, collections and asset recovery services.

Position Summary

With an ever more ambitious growth trajectory for the next 5 years the company seeks an experienced **Market, Products and Programs Analyst** to be responsible for research, assessment, development and execution of the Market Information reporting functions with the goal to increase the relevance and competitive position of the groups various business units within their respective markets.

During your initial 60 days the focus of the position will be to design and develop a shared marketing system to be utilized by the business units and the company's functional heads for the groups ongoing research, assessment, development, launch and implementation of future product and programs and within 10 months delivers meaningful results for all participating stakeholders.

Success Factors

- You will be challenged to conduct and develops market sizing, market segmentation, benchmarks and competitive analyses.
- Prepare Environmental SCAN reports that interpret environmental conditions that contribute towards strategy development of the Group and each of its Business units or potentially new business opportunities.
- Research competitive environment and develops reports on competitors in each line of business, detailing competitor's strategies and offerings.
- Perform financial analysis and market research to support the assessment and recommendations of potential new opportunities, improvements to current products/programs and wholly new products and or programs.
- Produces reports and measurements to monitor existing line of business, product and program effectiveness and profitability.

The overall goal is to establish and position the company as an industry leader, achieving significant, profitable, predictable, scalable annual growth. By the end of your twelfth month you will have executed flawlessly and built a foundation for future growth of the function.

Based out of the Burnaby, British Columbia head office of the group, reporting directly to the President & Chief Executive Officer, you are a special individual who is motivated by an entrepreneurial environment that rewards and recognizes your personal achievements, contributions and competency with fun, ongoing learning, status, and an above average performance based income.

For more information about Crelogix visit www.Crelogix.com

To express your interest in the opportunity email your introductory letter of application and resume to careers@Crelogix.com with reference code: **MPPA-0001- WEB** in the subject line.