



“The right market insight builds lasting sales bridges.”

Impole is a leading business-to business market and account intelligence firm providing outsourced consulting and related services to companies ranging from globals to start-ups.

With the onset of new technologies we are seeking individuals who can help sustain our growth.

We have several positions available for:

Field Marketing and Research Associates, Americas and Europe

Core Description:

Through a combination of secondary and (telephonic) primary research you will execute advanced B2B sales and marketing programs coupled with quantitative and qualitative analysis of results.

Using our "information engineering" techniques you will consolidate and present results to clients.

The position demands sound reasoning, critical thinking, and disciplined and outward reaching work ethic.

It also requires an understanding how companies absorb different technologies and how they interact with their markets.

Specific Duties

Research accounts' landscapes to identify the most appropriate areas to proactively investigate and their associated decision makers.

Use a full breadth of processes and techniques to professionally engage high level managers in order to extract "real time" information.

Summarize the acquired information into actionable intelligence and relay to Impole clients.

Formulate concise program reports to provide specific marketing direction for our clients.

Candidacy Prerequisites

- **Two to five years of work experience with demonstrated contribution and technology markets experience**
- **Demonstrated spoken and written business communications skills,**
- **Advanced MS Office computer skills. Familiarity with Access and Crystal reports**
- **Education - Degree required, preferably business based**
- **Combination of a high level of English Proficiency and German or French fluency a strong plus**

Apply at 4you@impole.com

Positions are based at Impole's Waltham headquarters in the GREATER BOSTON AREA.