
Career Opportunity: Customer Research Management Associate

Practical Data Solutions (PDS) has a career opportunity for a hardworking, goal-oriented Customer Research Management Associate. The ideal candidate will have strong research skills using social media, databases and the internet among other sources to identify and confirm potential healthcare target accounts. The candidate will also load and categorize findings into CRM system and help manage and maintain the system. Must be detail-oriented and have strong organizational skills to effectively manage multiple tasks. The ideal candidate is outgoing and friendly with a high energy level. This opportunity requires a “get it done” attitude while paying close attention to accuracy and detail. As a member of the PDS Team, you will have the opportunity to increase your knowledge of market research while gaining hands-on experience.

Duties and Responsibilities include but are not limited to:

- Use social media, industry databases, internal databases and the internet to identify and confirm potential healthcare target accounts
- Correlate key information and metrics into PDS database
- Research key positions within target accounts
- Load and categorize various sales leads generated through tradeshow, events and referrals
- Update accounts in CRM system to ensure relevant account information is complete and accurate
- Aid lead generation team with market outreach via email and other efforts
- Standardize and improve on current records already contained in PDS database
- Continually manage PDS database in support of sales efforts

Education, Knowledge, Skills and Abilities:

- Bachelor’s Degree
- Outstanding communication, organizational and writing skills
- Ability to learn and understand both technology and healthcare domains
- Strong technical, analytical and problem-solving skills
- Willingness to continue to learn and develop new technical skills
- Ability to research from different sources and compile them into a single account profile
- Commitment to accuracy and strong attention to detail
- Comfortable working in a dynamic, deadline driven environment and the ability to multi-task
- Highly motivated and natural self-starter
- Previous CRM system experience



Who We Are:

Practical Data Solutions (PDS) is a rapidly growing, nationally recognized healthcare reporting company. Since 1995, PDS has partnered exclusively with healthcare organizations to design, build and support state-of-the-art technologies employing best practices for data warehousing, business intelligence, analytics and dashboard reporting.

At PDS, our clients spend their time working *with* information, rather than working to *get* information. From turnkey cloud analytics to custom data mart design, we have one simple goal – to help our clients leverage data to improve performance and achieve ROI.

For more information about PDS, visit our website at www.pds-online.com

What We Offer:

- Ample opportunities for growth; a place where you can have a career, not just a job
- Comprehensive training program where you can develop new skills for professional/personal growth
- A casual, stable, professional work environment
- Excellent compensation and benefits package including matching 401(k)

To be considered, please send your resume with cover letter, describing why we should consider you as a candidate, to: Careers@pds-online.com.

*****E-mail only, no calls or faxes please*****

PDS will only consider serious candidates who most closely match the qualifications listed.

PDS is an Equal Opportunity Employer.