




EXECUTIVE POSITION PROFILE

Senior Director of Market Intelligence



This search is being conducted by:

VettedSolutions

1701 Pennsylvania Ave. NW, Ste. 300  vettedolutions.com
Washington, D.C. 20006  [/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)
+1.202.544.4749  [@vettedolutions](https://twitter.com/vettedolutions)

Vetted Solutions is a proud member of:



Table of Contents

Click any entry in this Table of Contents to go directly to that page.

Click on the page number at the bottom of any page to return to the Table of Contents.

I. Position Description	3
Summary	
Organizational Responsibilities	
Experience and Qualifications	
II. Organization Review	5
Distribution of InfoComm members by industry role	
About Audiovisual Industry	
International Communications Industries Foundation	
Government Relations	
Audiovisual Events	
Senior Staff Leadership Team	
Locations	
III. About Vetted Solutions	8

I. Position Description

Summary

InfoComm International®, the leading trade association for the audiovisual industry worldwide, is seeking a **Senior Director of Market Intelligence** to lead the development of its market research, data analytics, and business insight capability.

InfoComm International® consists of over 5,000 members in more than 80 countries. It has a budget of \$60 Million in 2017, and a staff of approximately 130 people around the globe. This position will be located in Fairfax, Virginia.

Organizational Responsibilities

- **Spearhead the enhancement of existing market-research products.** Work with the Senior VP of Marketing & Communications, the in-house market-research team, existing customers, and outside vendors to assess the viability and usefulness of the current association market-research product set, the robustness of its data and analysis, and its pricing and marketability. Make recommendations for changes in data-capture methodology, reporting frequency, packaging, and pricing, as and when appropriate.
- **Drive new product innovation.** Analyze, on an ongoing basis, current and likely future audiovisual industry trends with a view to designing new market-research report topics, data-aggregation tools, and other analytics products to support the association in attaining its stated objective of becoming the authoritative source for market intelligence in the audiovisual industry.
- **Manage third-party vendor relationships and projects.** Assess the cost, value, and efficiency of all third-party research vendors. Oversee the RFP process for new and existing project bids. Work closely with vendor analysts and report production personnel to ensure the timely delivery of accurate and insightful data and analysis, per agreed project plans and milestones.
- **Explore validity of new and existing delivery methods.** Examine ways in which the association can broaden the audience for its industry insight by making such insight available in different formats, to include, but not be limited to, derivative reports from existing larger data sets, subscriptions to online data feeds, webinars, infographics, in-person conference content, industry white papers, and content-marketing collateral.
- **Act as the public face of the association's market-research function.** Design presentations, lead panel discussions, and present research findings and appropriate analysis to a variety of audiences, including media, the association's volunteer community, senior leadership team, and both member and non-member industry stakeholders. Be prepared to travel and present in-person where necessary, as well as online using webinars and other digital communications platforms. Give interviews to the media as the association's designated spokesperson on audiovisual industry trends, and work with the association's PR and communications function to ensure press material is driven or underpinned by data, where appropriate.
- **Coordinate internal survey effort.** Work with internal stakeholders to ensure their program development is informed by timely and usable feedback derived from audience and customer

survey data. Coordinate the design, production, and deployment of said surveys. Ensure consistency of audience description and demographic definitions across surveys whenever appropriate, and recommend changes to data-gathering methodologies in order to achieve that consistency whenever it is lacking.

■ **Explore business-model and sponsorship options.**

Work with in-house sales and marketing personnel to assess the viability of different research monetization possibilities. These to include, but not be limited to, bespoke research pieces for delivery to individual customers on an exclusive basis, exclusive sponsorship of reports for general sale or distribution, multiple sponsorship of reports in exchange for a role in report design and early access to published data and analysis, and analytics concierge services for individual association member companies.

■ **Provide competitive landscape analysis.** Assess, on an ongoing basis, the association's competitive research-market position in relation to other industry associations, for-profit research vendors, business-to-business publishers and event designers, and other sources of market data and business insight.

■ **Provide macro context.** Utilize non-audiovisual industry research, news-gathering tools, and other sources of data to help place industry growth trends in the context of broader social, economic, and political developments globally. Leverage this

insight to inform the association's market-research products where appropriate.

■ **Provide internal group leadership.** Manage the in-house market-research team, offering guidance and enhancing their skill sets through effective leadership. Manage the group's annual budget and quarterly forecasts.

Experience and Qualifications

- 8-10 years of market research experience, preferably in a B2B and/or technology company environment
- Proven experience in managing all aspects of an in-house company market-research function, including project management, sales, marketing, and operations
- Strong analytical skills, project management experience, customer service skills, verbal and written communications skills
- The ability to work with mathematical concepts such as probability and statistical inference, along with the ability to apply concepts such as fractions, percentages, ratios and proportions to practical solutions
- Proficiency in using database software (Microsoft Dynamics CRM preferred), survey software (Qualtrics preferred), Excel, PowerPoint, and Word
- Master's degree preferred
- Knowledge of the audiovisual industry and/or adjacent industries would be a plus

II. Organization Review

InfoComm International® is the trade association representing the professional audiovisual (AV) and information communications industries worldwide.

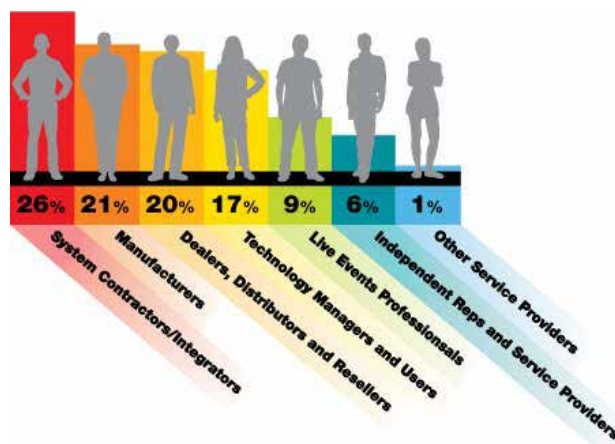
From offices around the world, InfoComm serves its members and the industry through:

- Education, including technical and business courses, in the classroom and online
- Resources, such as AV standards, thought pieces and market research
- Events, including local roundtables and international trade shows

Established in 1939, InfoComm has more than 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries.

Distribution of InfoComm members by industry role

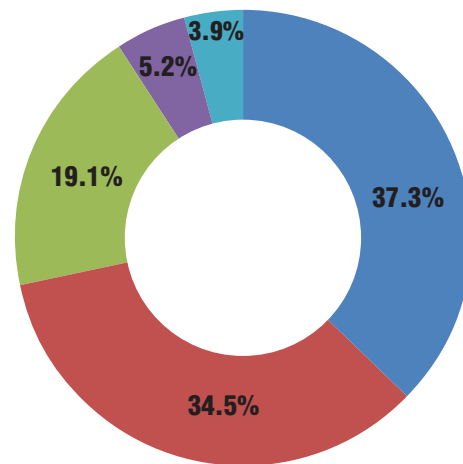
As an ANSI Accredited Standards Developer Organization (ASD), InfoComm provides industry standards as the foundation for quality audiovisual systems. In addition, as an ANSI Accredited Certification Body, InfoComm offers the Certified Technology Specialist™ (CTS®) program — the only ANSI accredited audiovisual certification under the International Standard ISO/IEC 17024: 2012.



InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers in North America. InfoComm also produces trade shows in Asia, Europe, India, Latin America and the Middle East including ISE in partnership with CEDIA, the worlds' largest AV show.

About Audiovisual Industry

The audiovisual industry is currently generates \$91 billion a year, according to InfoComm's 2014 Global AV Market Definition and Strategy, and is projected to be a \$114 billion global industry by 2016.



- North America
- Asia-Pacific
- Europe
- Latin America
- ME / Africa

Note: Market estimates presented in this report reflect end-user spending.

Complex AV systems have become essential to the operation of government, institutions and corporations, resulting in a growing need not only for equipment but for installation, integration and managed services contracts.

The AV industry is strong, despite a challenging global business environment, because society relies on AV technology to facilitate essential communications. In order to meet the future needs of our customers,

the audiovisual industry will require a well-trained workforce to respond to ever-growing customer needs.

Corporations, educational institutions and government agencies are the three largest consumers of audiovisual products and services. However, healthcare is the fastest growing market for AV goods and services. The increased need for communication and collaboration in these environments is fueling a reliance on AV.

International Communications Industries Foundation



The International Communications Industries Foundation is operated for the public good to carry out charitable, educational and

scientific activities for InfoComm International. The Foundation is a non-profit and generates support from corporations, philanthropic foundations and government sources.

With the help of InfoComm International® members and the entire audiovisual industry, the foundation maintains a rigorous agenda that supports the profession. It also develops and supports programs designed to equip the next generation of audiovisual industry leaders with the knowledge and skills required to successfully manage the challenges and opportunities in the future.

Thank you to all of the generous supporters of the International Communications Industries Foundation. Your support is critical to advancing the industry into a thriving future.

Government Relations

InfoComm conducts government relations activities on behalf of its members, including:

- Monitoring legislation related to systems integration, green buildings and e-cycling
- Sending legislative alerts when critical action is needed in a particular state

- Working cooperatively with BICSI, CEDIA, NBFAA, NSCA, and other groups serving industries representing companies operating in low voltage environments
- Working with the federal government on issues related to intellectual property, workforce development, white spaces and sustainable buildings
- Posting on this website breaking news on state or federal issues involving the commercial audiovisual industry.

Audiovisual Events

Each year during October, the audiovisual community unites to celebrate, promote and share the AV industry with the world. A natural extension of InfoComm's AV outreach program, AV Month gives you tangible ways to become advocates for the industry by reaching out to end users, potential customers and employees.



The continuation of the regional integrated AV systems conference and exhibition for Latin America



The largest and most comprehensive trade show for audiovisual communications technologies



Mexico's conference for the integrated audiovisual systems industry

INTEGRATE

Bringing together audiovisual, information and communications technology in Oceania



Market perspectives, technology updates and specific industry practices



InfoComm MEA showcases the latest pro-AV innovations across a broad spectrum of industries



Showcasing the latest professional AV and electronic systems technologies



Colombia's conference for the integrated audiovisual systems industry



European forum for professional AV and electronic system integration



European forum for professional AV and electronic system integration

Senior Staff Leadership Team

- **David Labuskes, CTS, RCDD, CPHIMS**
Executive Director and Chief Executive Officer
- **Heidi Voorhees**
Chief Operating Officer
- **Greg Feehan**
Chief Financial Officer
- **Terry Friesenborg**
Chief Global Officer
- **Dan Goldstein**
Senior Vice President, Marketing

Locations

InfoComm has global presence.



III. About Vetted Solutions

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches page at: www.vettedolutions.com



Jim Zaniello, *President*
Vetted Solutions
1101 14th Street NW, Suite 910
Washington, DC 20005
+1 202 813 3996
jim.zaniello@vettedolutions.com

For more information about Vetted Solutions, please visit us at:



vettedolutions.com



[@vettedolutions](https://twitter.com/vettedolutions)



[/vetted-solutions-llc](https://www.linkedin.com/company/vetted-solutions-llc)

.....
Vetted Solutions is a proud member of:

