



## **VICE CHAIR MARKET INTELLIGENCE JOB DESCRIPTION:**

- Create tools for analyzing market data gathered from surveys, regional events and membership data
- Working with other PWH committees to identify requirements that ensures appropriate data is available for in-depth market, member and customer analysis
- Generate quarterly key analytical reporting to support strategic decision making and provide market information
- Present and discuss findings with PWH Board and other groups as necessary (HIDA, Partners, Members)

## **STRATEGY:**

**MARKET INTELLIGENCE (MI)** was added this year, part of the committee restructuring to allow the committees to operate more efficiently and to better serve our current and future members. The **PWH leadership, led by Heather Llorca**, identified a better way to use market/member data by creating the market intelligence sub-committee.

Data should be used as a strategic asset, Understanding and communicating/articulating what the data tells us and to use it effectively is an integral part of the Market/Member Intelligence committee goals. Also, in order to be relevant to our current members, we also have to be aware of what other groups/organizations are doing, and not necessarily copy them, but to learn from them.

### **MI Short Term Goals:**

--> Create turnkey reporting/analysis on Member Data

- Demographic Information (helps membership and SOC committees)
- Volunteering Interests (helps entire organization)
- Motivational Reasons for joining (helps mentorship committees and PDC committees)

-->Look at the trends on Events, Webinars which will help both RCC and the PDC committees

-->Assist in the creation of structured, customer and goal focused member surveys

-->Effectively use the reporting/analysis to engage current and future members

### **MI Long Term Goals:**

-->Gathering information regarding other organizations within the industry

-->Gathering information on how big our "universe" is - what are the demographics on women in our industry

-->Continue to give value to HIDA and the industry by becoming a reliable source of intelligent data regarding the professional women of our industry