

# Director, Market Intelligence & Online Products

**Location** – Remote with occasional travel

## Position Overview

At Mark Farrah Associates, we strive every day to simplify the analysis of health insurance business. We are seeking a strategic and hands-on **Director of Market Intelligence & Online Products** to lead our analytics function and champion the development and evolution of our online product portfolio.

This role combines advanced market and financial analytics, competitive intelligence, and product leadership. The Director will lead a team of analysts responsible for transforming complex health insurance data into actionable insights that drive product innovation, client value, and business growth.

The ideal candidate brings deep expertise in the health insurance industry, strong analytical and financial acumen, proven leadership experience, and the ability to translate complex data into compelling business narratives.

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## Key Responsibilities

### Leadership & Team Management

- Lead, mentor, and develop a team of data analysts, setting clear priorities and performance expectations
- Foster a culture of analytical rigor, accountability, and continuous improvement
- Manage multiple projects and resources simultaneously to ensure timely, high-quality deliverables

### Market Intelligence & Analytics

- Define and execute the organization's market intelligence strategy
- Collect, validate, and analyze data from diverse sources including internal systems, third-party vendors, statutory filings, SEC financial statements, and industry research
- Produce, write, and refine reports, ensuring clarity, accuracy, and adherence to company standards
- Oversee data governance practices including validation, integrity, and quality controls
- Deliver competitive intelligence and market analysis to support executive decision-making

## **Product Strategy & Online Solutions**

- Serve as the primary business lead for analytic-driven product updates and content oversight
- Collaborate with Product, IT, Sales, and Marketing to enhance online platforms and data solutions
- Identify new product opportunities based on client needs, industry trends, and data insights
- Contribute to roadmap planning and execution for digital subscription-based products

## **Cross-Functional Collaboration**

- Partner with IT to ensure data reliability
- Work closely with Sales & Marketing on customer communications, prospect support, research initiatives, and competitive positioning
- Present insights to internal stakeholders and clients in clear, business-focused language

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## **Education**

- Bachelor's degree in business, accounting, finance, economics, data analytics, or related field required
- MBA or relevant graduate degree preferred

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## **Required Experience & Qualifications**

- 10+ years of experience in analytics, financial analysis, or market intelligence
- 5+ years of experience within the health insurance industry, preferably in financial reporting, NAIC/CMS reporting, competitive intelligence, or product strategy
- Advanced proficiency in Excel, and data visualization tools such as Tableau, Power BI, or similar platforms
- Strong data modeling, data manipulation, and analytical problem-solving capabilities
- Demonstrated ability to connect data insights to business strategy and revenue impact
- Exceptional written and verbal communication skills, with the ability to present complex information clearly and persuasively
- Proven leadership experience managing analytical or cross-functional teams

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## Preferred Qualifications

- 3+ years of direct experience using Mark Farrah Associates products
- Experience leveraging AI tools and advanced analytics technologies for data modeling, research automation, or insight generation
- Familiarity with subscription-based digital product environments
- Familiarity with SQL

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## What Success Looks Like

- A high-performing analytics team delivering accurate, actionable market insights
  - Enhanced and data-driven online products that strengthen client retention and acquisition
  - Strong collaboration across Product, IT, Sales, and Executive leadership
  - Clear linkage between analytics, competitive intelligence, and business growth
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