



Experian is a FTSE 100 company and a global leader providing information solutions in consulting, data analysis, credit scoring, related decision support software and various marketing solutions. Employing over 15,000 people in approximately 40 countries, Experian's vision is for its people, data and technology to become a necessary part of every major consumer economy around the world.

Line of Business: **Experian Marketing Services**
Department: Experian Hitwise, Global Product Development (GPD)
Position Title: Senior Director of Data Quality and Metrics
Report To: Senior Vice President, Product Development and Operations
Work Location: Melbourne, Australia

Experian Hitwise is Experian Marketing Services' global online audience measurement and competitive intelligence product line providing insights on how millions of internet users interact with millions of websites daily. We work with some of the largest commercial datasets measuring petabytes of online behavior on a monthly basis, all collected via a global distributed processing platform of hundreds of servers and measurement points. This unprecedented volume of Internet usage data is seamlessly integrated into an easy to use, web-based service, designed to help marketers better plan, implement and report on a range of online marketing programs. Our products and services are provided to many of the world's largest online marketers across the US, UK, Asia Pacific and LATAM regions.

The newly created role of Senior Director of Data Quality and Metrics will lead a team of highly dynamic professionals that are a critical engine room of the global product line. You will lead a team responsible for ensuring the quality of all data analyzed and processed through the Hitwise Global Data Supply chain, integrity of the data metrics and products that we provide to clients and the development of new data metrics and methodologies derived from the largest sample of online behavioral data in the marketplace.

In this role you will:

- Manage teams for data quality and audience measurement / behavioral analytics
- Utilize data profiling and data quality tools and work with various data sources to uncover and determine root causes of data quality issues.
- Establish a data quality methodology, create a repeatable set of processes for measuring, investigating and resolving data quality issues
- Develop metrics to track data quality on an ongoing basis
- Identify outside data quality benchmarks and conduct comparisons of these benchmarks against published and unpublished Hitwise metrics
- Perform periodic audits of analytics products, data categorization and reporting
- Evaluate new data sources and manage data integration initiatives with new data sources
- Develop new methodology and models to improve data quality strategically to fill gaps or to establish competitive advantages while showing ROI for these initiatives
- Monitor the competitive marketplace, especially the development of new metrics and products with the intent of evaluating if these metrics and products could have Hitwise analogues, as well as work with the product and senior management teams to assess the impact of these new products and metrics on Hitwise's strategic business positions
- Be a member of the Experian Hitwise Senior Leadership
- Work closely with product, analytics, statistical, technology and operations teams to introduce new metrics, products and/or enhance existing products

Job Requirements:

- Experience with audience measurement products and methodologies for digital media
- Experience with developing processes, best practices and tools for data profiling and analysis
- Experience with data profiling and analysis tools, such as R, SAS, SPSS
- Strong analytical skills for predictive modeling and near real-time reporting, and familiarity with sparse data sets
- Demonstrated ability to develop new measurement methodologies and merge multiple data sources
- Strong experience understanding the issues surrounding as well as analyzing complex transactional data sets
- Strong experience extracting data set subsets from large, complex data architectures
- Demonstrated ability to effectively manage and participate in multiple concurrent projects
- Familiarity with latest technologies and products for "Big Data" storage & processing
- Demonstrated ability to manage multiple teams, provide prioritization and develop team members
- Self-starter, ability to work in a fast, dynamic environment

We offer successful applicants an attractive remuneration package. Interested parties should send a covering letter outlining how you meet the job requirements and a full resume to careers@au.experian.com and quote the vacancy ref. number above. Only short-listed candidates will be contacted. All information provided by the applicant will be treated in strict confidence and used for recruitment purposes only. For more company details, please visit www.experian.com.au

Experian recognises equal opportunities are fundamental to our success and respect, value and welcome diversity in potential candidates and our people.

Great people, growing business