



Ipsos is a global leader in survey-based market research activities, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide understanding and powerful insight into the actions, opinions and motivations of citizens, consumers, patients, customers or employees.

In Switzerland Ipsos is the largest market research company and we are primarily partnering with international organizations and operate as an international hub for our clients, with the majority of our projects conducted outside Switzerland. We are a team of 126, from more than 23 countries and based in Geneva, Basel and Root.

Our Qualitative team (UU) based in Geneva is looking for a:

Qualitative Service Line Leader

Mission:

The Service Line Leader will be based in Geneva and will lead the UU Switzerland team, grow the business, execute, and deliver with excellence the services in a profitable manner ensuring financial targets are met. Promote Ipsos expertise for UU, act as a thought leader and collaborate fully with other Ipsos teams (SL and CO). Execute the UU global Service Line strategy and plan locally. Drive and support the UU Switzerland team in building expertise and service excellence. The new Service Line Leader will spread her/his time leading the UU Service line and leading targeted commercial efforts with some of our top clients.

Main Activities:

Service Line Strategy and Thought Leadership

- Conduct market and competitor analysis
- Understand clients' key strategic questions and growth agenda
- Build and implement the orientation for the UU Service Line in Switzerland, identifying the combination of services to offer in the country, in line with the Global Service Line
- Align with the Client Organisation on the commercial strategy and value proposition to meet client needs
- Ensure Service Line expertise of the team.

Business & Client Management

- Activate the account plan to meet target revenue objectives in coordination with the Client Organisation
- Own relationship development for strategic key clients
- Support the CO in building strong relationships with clients
- Ensure ongoing projects give satisfaction to clients.

P&L

- Monitor analytical P&L for the UU Service Line
- Estimate budget and investments needed for the UU Service Line.

People Management

- Manage a team of approx. 15 professionals
- Define recruitment needs in line with the CM and guidelines from the Global Service Line
- Allocate people to projects according to priorities and remove barriers.



Professional Experience:

- Minimum 15 years experience including:
 - Qualitative research expertise; methods expertise in Qualitative
 - Client relationship & business development/management
 - People management.

Knowledge and Skills:

- Strong client industry knowledge – FMCG/Food, Tobacco and OTC
- Analytical and negotiation skills
- Financial & risk management
- Strategic thinking
- Communication
- Leadership including thought leadership
- Team spirit – ability to build strong link within UU team and with rest of the business
- English fluency – German or French a plus.

If you recognise yourself in this description, then please send your application by email to: Recruitment_Switzerland@ipsos.com.

Our career page and our vacancies in Switzerland can be found at: [Professional vacancies | Ipsos](#).