



**Aetna's Consumer Health Services Customer Experience Team** creates cutting edge analytic tools to drive better and faster decision making within the organization. We are currently looking for an exceptional **Sr. Director of Analytics – Customer Experience** in either our **Wellesley, MA; New York, NY;** or our **Harford, CT** location.

**Position Summary:** The **Sr. Director of Analytics – Customer Experience** will play a critical role in leading Aetna's customer experience evolution and is accountable for driving meaningful change to the customer journey across channels and throughout the customer lifecycle. Primary responsibility for maintaining a productive and motivating work environment to achieve business goals. This is a wonderful opportunity to be part of a new and expanding team within Aetna's growing Data Science organization.

**Fundamental Components:**

**Customer Journey Experience:**

- Developing a mix of qualitative and quantitative analysis techniques to identify and prioritize opportunities to create exceptional customer experiences and inspire loyalty throughout the customer ownership journey.
- Making recommendations based on learnings from customer insights to further engage customers.
- Presents analysis based recommendations to domain experts and other Aetna senior management or to external business clients.
- Communicating trends and insights using both verbal and graphical representation.

**Applied research, statistical analysis, data modeling and integration:**

- Directs development of health data strategic plans, policies and procedures for analysis of cost containment, quality and pricing information.
- Directs development of statistical/analytical procedures, processes, policies, data reports and/or products and quality matrices that support internal and external constituents.
- Directs the application of appropriate research design and statistical procedures utilized in internal and external studies.
- Presents analysis based recommendations to domain experts and other Aetna senior management or to external business clients.

**Project and department management:**

- Manages budgets, plans and expenses; may have cost center responsibilities.
- Manages projects, people (in department or matrix environment), customer expectations and business priorities to achieve constituent satisfaction.
- Oversees day-to-day activities of the department.
- Manages and builds a strong team through formal training, diverse assignments, coaching, mentoring and other development techniques.
- Responsible for team commitments to quality and on-time deliverables.
- Motivates and is willing to understand and probe into technical details and mentors others to do the same.

**Solutions consulting and decision support:**

- Develops and participates in presentations and consultations to existing and prospective constituents on information services, capabilities and performance results.
- Prepares proposals in response to business requests from Aetna Integrated Informatics' internal and external clients.
- Turns analysis into business/customer solutions.
- Develops tactical and strategic solutions that satisfy information needs across products, segments and clients.

**Background/Experience:**

- 5+ years of executive client interfacing experience (internal or external) and leadership experience overseeing an analytics/data science team preferably from a customer experience company, demonstrating excellent written and verbal communication skills and reliable executive presence.
- Strong analytical background in statistics and survival analysis, multivariate analysis, including segmentation, cluster and principal component analysis, time series analysis, predictive modeling, including linear and generalized linear models, decision trees, neural networks and non-linear models.
- Experience with data mining tools, neural network techniques, machine learning procedures.
- Programming knowledge/experience with SAS, SQL, Python R, Hadoop.
- Healthcare sector experience is preferred.

**Education:**

- The highest level of education desired for candidates in this position is a Master's degree.

**Additional Job Information:**

Aetna continues to build a world-class Data Science organization to capture data, understand context, generate insights and react in real time. We engage our business partners, providing solutions to improve the consumer experience, increase efficiencies, and optimize health outcomes for our members through leveraging cutting edge technology.

Aetna is about more than just doing a job. This is our opportunity to re-shape healthcare for America and across the globe. We are developing solutions to improve the quality and affordability of healthcare. What we do will benefit generations to come.

We care about each other, our customers and our communities. We are inspired to make a difference, and we are committed to integrity and excellence. Together we will empower people to live healthier lives.

Aetna is an equal opportunity & affirmative action employer. All qualified applicants will receive consideration for employment regardless of personal characteristics or status. We take affirmative action to recruit, select and develop women, people of color, veterans and individuals with disabilities.

We are a company built on excellence. We have a culture that values growth, achievement and diversity and a workplace where your voice can be heard.