



## Growth Analyst

Location: Boston, MA

Perch is disrupting the \$200B Amazon 3<sup>rd</sup> party seller marketplace by becoming the first scale operator of top microbrands. We acquire successful, profitable businesses that sell top-ranked products and have differentiated customer feedback. The Perch platform integrates those businesses into a scale operating company and accelerates the products to the next level of sales and profitability. We are a key resource for entrepreneurs who want liquidity and a key partner for Amazon (and other retail channels) who offers exceptional products, great customer service, and a great value.

Central to our goals is our ability to successfully grow our brands through a repeatable and scalable playbook. We are looking for a Growth Analyst who will be a key contributor in building this playbook across pricing, advertising, market expansion, and social. You are detail-oriented with a willingness to learn and collaborate alongside our integrations, operations, and technology teams to quickly grow new acquisitions. The ideal candidate can dive into nebulous and murky sales and marketing data to extract tangible, action-oriented insights. This person will have the unique opportunity to help define their role and will be essential to the company's ability to continue to scale at a rapid pace. You'll be an integral and valuable member of a rapidly growing technology company.

### **Responsibilities**

- Perform analytical deep-dives to solve problems and cultivate growth opportunities, identify the hypothesis and design & execute tests to help us scale
- Develop a deep understanding of key leading indicators and business-driving metrics
- Identify key trends and build executive-facing dashboards to track the progress of growth across Amazon, social channels, and marketing platforms
- Extract actionable insights through analyzing large, complex, multi-dimensional data sets
- Have an eye on continuous improvement, always looking for opportunities for efficiency in our internal processes and for ways to effectively operate within our ecosystem of marketplaces, geographies, and sales channels
- Translate complex concepts and analysis into desired outcomes for the business via excellent verbal and written communication skills
- Be an engaged part of the broader team - ask questions, challenge where appropriate, and be a team-focused member of the company as we continue to build a top rate company culture
- The Growth Analyst will report to the Vice President of Growth but will partner closely with the entire leadership team in the course of their responsibilities



## About You

We are looking for an entrepreneurial, analytical, and collaborative team member that ruthlessly prioritizes and is passionate about solving problems. You cringe at the thought of unnecessarily repeating activities and you'll dig in deep to help build a scalable and repeatable approach to market, social network, and geographic expansions of our brands. The ideal candidate has a track record of bringing structure and analytical horsepower to something that is inherently messy, has great attention to detail, is able to collaborate effectively with a diverse group of people, and is excited at the prospect of being a part of a rapidly growing company. You have at least 2 years of experience in a quantitative-focused role and desire to do both long-term planning and daily execution/optimization. No ecommerce experience is required – we believe that with the right set of underlying capabilities, you can learn the industry context quickly.

## About Us

Perch acquires and develops great ecommerce brands. We are backed by amazing investors (Spark Capital, Tectonic Ventures, and Boston Seed). Our team has deep expertise in ecommerce, technology, and M&A. We are disrupting one of the largest and most exciting spaces of ecommerce and are building an industry-shaping platform.

[www.perchhq.com](http://www.perchhq.com)

## How to Apply

If you are interested in applying, please send a resume and a brief note on your interest to:

[recruiting+growthanalyst@perchhq.com](mailto:recruiting+growthanalyst@perchhq.com)

Perch is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.