

## Market Analyst, Sana Labs

Analyze, align and strategize on B2B marketing activities in North America and Europe.

### About Sana Labs

Sana Labs is an artificial intelligence company that applies recent breakthroughs in deep learning to personalize education. Sana was founded in Stockholm in 2016 and is backed by a renowned set of investors and advisors. We personalize courses for forward-thinking education companies around the world. Our interdisciplinary team consists of experienced engineers and scientists with backgrounds ranging from Imperial College and CERN to Google and Spotify.

### Our Mission

Personalized education is proven to produce learning gains for the average student to the order of two standard deviations. Our mission is to apply recent breakthroughs in deep learning to make personalized education accessible to everyone – providing these benefits on a global scale.

### Our Thesis

The global education industry is vast, valued at over \$6 trillion in 2018, and is undergoing a sea change with the move to digital and online instruction, materials and modalities. This shift, to digital and online resources, is enabling what many educators consider to be the holy grail of learning – personalized, adaptive instruction and assessment. With our API, we aim to be the engine that drives forward this change— fundamentally improving the function of the entire \$6 trillion education industry, directly affecting hundreds of millions of people's lives every single day.

## About the Role

As the Market Analyst you will join Sana Lab's core team analyzing, aligning and strategizing b2b marketing activities in North America and Europe. You will be responsible for carrying through your own projects as well as assisting the Marketing Manager and CMO in conducting primary market research to map out new and existing client verticals, oversee segmentation of CRM database, and uncover market opportunities and address business issues. You will play a key role in bringing Sana's personalization technology to the world's largest and most innovative educational companies and their high quality products.

## What we offer

- Join the core team of one of Europe's most prominent artificial intelligence companies and play a key role in scaling the company internationally (primarily North America)
- Global career opportunity
- Close and intensive collaboration with the CMO and Marketing Manager to further develop, scale and promote the Sana Labs' API through marketing and sales efforts
- Receive hands-on training and close feedback loops from CMO and Marketing Manager with many years in the marketing industry
- Understand partners' product and identify integration opportunities
- Deliver high-quality market analyses on time
- Assist the CMO in marketing strategy, market feedback
- Conduct primary market research to map out new and existing client verticals
- Be in charge of segmentation of prospect data-base in CRM system
- Review market, competitors, client and prospect data to uncover market opportunities and address business issues
- Source and develop internal research materials
- Source prospects and assist in leveraging education conferences

## Who you are

- Higher education degree from a top business or engineering university
- You are a passionate analyst with a focus on execution
- You have an ability to think strategically and analyze the needs of partners to both unlock opportunities and creative problem-solving
- You have been recognized as top-performer
- You are passionate about education and finding ways to improve education on a global scale
- You are skilled in making the complex understandable
- You have an entrepreneurial mindset: big-picture thinking, client-focus, solution-oriented
- Proficiency in written and spoken English and Swedish, any other language skills would be an advantage (e.g. German, Spanish, Chinese or French)

Want to learn more, listen to our CMO's [talk](#) at Brilliant Minds and visit [www.sanalabs.com](http://www.sanalabs.com)

Are you the one we're looking for? Go ahead and email: [anna@sanalabs.com](mailto:anna@sanalabs.com)