

SRI Consulting Business Intelligence (SRIC-BI), an employee owned spin-off of SRI International, works with clients around the world to identify market opportunities that emerge from technology and consumer change. (www.sric-bi.com)

SRIC-BI is looking for a research psychologist/psychometrician to join its VALS team. The VALS system is the world's first and preeminent psychographic segmentation system. The VALS team uses the system for research and consulting in futures, product development, marketing target selection and message creation, and media choice.

The VALS system was created using an array of research skills including psychology and personality theory, psychometrics, statistics, and sophisticated survey research. The system is continuously enhanced, and is being applied to countries outside the United States.

The successful candidate will join the team and provide consulting and application support to a variety of commercial and policy clients, will provide research support on methods and theory, and will work on international VALS systems.

A strong academic background is required in psychology and consumer research, as well as psychometrics and statistics. Given the varied environment with applications ranging from futures research to media projects, the successful candidate will have a deep curiosity about consumer psychology, excellent communications skills, and the ability to work within a team environment.

Please apply via our website (<http://www.sric-bi.com/careers.shtml>); reference Job 080104

Background and experience

PhD in psychology or related field. Experience in consumer research is a plus.

Salary: \$90,000-\$100,000 annually, DOE.

Excellent benefits.

Equal Opportunity Employer.

080104