

Company Name:

TherMark

Job Title –

Market Research Coordinator (Intern)

Job Description – (15 to 20 hours/ week – paid)

You will be responsible for leading market research and analysis in the U.S. in support of market development and marketing strategy. Your goal will be to become intimately familiar with our target market segments and make justifiable recommendations regarding which segments are most attractive and how they should be approached. You will present your findings and recommendations to upper management.

Job Responsibilities –

- Utilize primary and secondary research to establish size and potential of the available market by relevant market segment
- Identify market leaders in each segment
- Illustrate market needs in each segment and determine how existing products & R&D pipeline products meet these needs
- Perform competitive analysis of the marketplace by segment (substitute technologies, direct competitors, potential partners/licensees or acquirers)
- Prioritize market segments by attractiveness for our technology based on results of the above research
- Suggest strategies for segment penetration (including necessary collateral, sales/marketing methodologies, brand positioning)

Job Requirements -

- Experience managing market research projects
- Understanding of basic research methodologies and results interpretation
- 1st or 2nd year MBA student
- Excellent oral and written communication skills
- A creative and flexible mind
- Self-starter, ability to work with minimal direction
- Willingness to “get hands dirty” (aka pick up the phone and call people when necessary)
- Attention to detail

About Our Company –

TherMark is a small, recently funded, rapidly growing company in the emerging laser-marking industry. Their patented technology allows laser users to create permanent, high contrast, high resolution, color marks on metal, glass/ceramic and some plastics. The TherMark technology is protected by 27 patents worldwide, and is leading the charge to revolutionize the industrial and decorative marking industries. Current users of TherMark products include the military, appliance manufacturers, awards & recognition job shops, and medical device manufacturers. For more information, please visit www.thermark.com.

