

## **WHO WE ARE**

5miles is a Dallas based company with a new and exciting mobile marketplace - much like Amazon or Craigslist, that has risen to be a top 10 shopping app in only 3 years! And we continue to take off! We just signed a patch sponsorship with the Dallas Mavericks AND to date, we have over 14 million downloads. All this growth means we are actively recruiting to grow our team.

## **JOB SUMMARY**

The Director of Business Intelligence will work closely with the senior executives of 5miles to build better business solutions and commercial applications through data analysis. The person will have to be capable of analysing, data structuring, and extracting key insights from a large database of more than 12 million users, and millions of transactions per month.

The Director of Business Intelligence will also be involved with other business departments to design and implement new product strategies and business models, partially based on the insights that their team will deliver. This person will direct the Business Intelligence team and manage a team of 2-3 people to start, and directly report to the CEO and CFO of the company. The role is preferably based in Dallas.

This is an exciting opportunity for a “data geek” with an entrepreneurial spirit that wants to be part of cutting edge technology and the cryptocurrency frontier. This person will work closely with senior leadership to shape 5miles and create ideas for new business ventures.

## **RESPONSIBILITIES**

- Direct business intelligence and data analysis operations for mobile app company
- Build better business solutions and commercial applications through data analysis
- Extract and leverage key insights from a database of more than 12 million users
- Develops a plan for regular business tracking and day-to-day insight identification
- Design & implement new product strategies based on data insights
- Maintains expert-level knowledge of emerging research trends and methodologies to derive valuable consumer insights that drive the business
- Use consumer insights to develop and “tweak” current and future business
- Proactively communicate brand/category/segment risks and opportunities to leadership

- Provide analysis that will enhance cryptocurrency technology
- Manage and guide a team of 2-3 business intelligence employees

## **REQUIREMENTS**

- 4+ Years experience in Business Intelligence & Data Analysis
- Fully fluent in Mandarin Chinese and English languages
- Proven interest / past experience working in a startup culture, where self-direction & lots of energy is required
- Experience working with consumer/retail data analytics to drive business decisions
- Data analytics/BI at financial services companies (credit card, insurance, consumer lending) also preferred
- Comfortable working in small teams or across teams to solve problems
- Bachelors or graduate degree in relevant quantitative fields (data science, mathematics, statistics, CS, etc.)