



Sr. Manager of Analytics

Based in sunny San Diego, the XYO Network is the world's first Proof of Location blockchain project. The company behind XYO Network is XY Findables, which was started in 2012 and has produced over 1 million Bluetooth and GPS hardware devices, which help customers find and keep track of their prized possessions, like their keys, purse or even their ADHD puppy who likes to take themselves on walks!

The lessons we've learned building a successful consumer IoT business has prepped us for the most exciting and ambitious chapter of our company's life: the XY Oracle Network ("XYO Network" or "XYO"). Ethereum-based smart contracts give the ability to utilize the blockchain and cryptoeconomic principles across countless industries and implementations. However, we currently don't have a decentralized and authoritative oracle to determine and verify location. The XYO Network solves this problem by creating a layered location verification service that is effective across many device classes and smart contract protocols. It's based on a set of novel cryptographic mechanisms, Proof of Origin and Bound Witnesses, which tie together the power of the blockchain and real world data collection into a system with direct applications today.

Oh yeah, and we were just featured on CNBC, too! (<https://youtu.be/Boiai8tWnhM>)

Please visit <https://www.xyo.network> to learn more.

Are you passionate about blockchain technology and its implications for our future? Do you love sharing knowledge, growing your skills, and working with great people? The XYO Network team is growing, and we are looking for extraordinary talent who enjoys building as much as we do. So if you are self-directed, enjoy autonomy in your work, and you are an excellent participant in a team, come join XYO Network today!

Responsibilities:

As the Sr. Manager of Analytics you will be responsible for providing reliable and timely insights to inform marketing strategies, business decisions, and improvements to all of XYO Network's web properties and marketing materials.

Qualifications:

- Bachelor's degree in Statistics, Economics, Business, Math, Marketing (analytics focused) or a related field is preferred
- 5+ years' business intelligence experience, with at least 3 years focused on marketing analytics
- Expert level skills with Google Analytics and Excel (PowerPivot, etc.)
- Experience with database structures and data mining techniques
- Familiarity with JavaScript, Python, and R

- Proven track record of supporting successful marketing programs with breadth of knowledge from marketing databases, segmentation, reporting, and analysis
- Understanding of digital/media/marketing data sources and metrics: Digital (e.g. Web, Social, Display, Search etc.); Media (e.g. buying models, CPU, Impressions, GRP); Measurement analytics, Quantitative business measures (Adstock, ROI, Churn, etc.); Statistics (Correlations, sample sizing, etc.)
- Experience in developing metrics and implementing new measurement solutions
- Ability to communicate insights to be understood easily and to drive action
- Experience managing concurrent projects at different stages of completion

Extras

- Work with a ruggedly handsome group of blockchain nerds
- Plus, benefits and stuff
- Like, free Coke Zero

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

If the above looks good to you, please apply directly to careers@xyo.network.