

Vacante en Usercentrics

# Strategy Analyst



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Executive Search



## Requirements

- Over 2 years of experience
- In strategic consulting
- Strong focus on market research and/or analytics
- Able to go from strategic analysis and insights into detailed pragmatic recommendations
- Data-savvy
- Entrepreneurial bootstrap mindset
- Based in (or willing to relocate to) Lisbon

 **Lisbon**

**Usercentrics is a global leader in the field of consent management platforms (CMPs). The rapidly expanding company enables businesses to collect, manage and document user consents on websites and apps. The Strategy Analyst will play a pivotal role in developing and conceptualizing exciting new ideas and products that will enable Usercentrics to reach its next growth phase.**

# About Usercentrics

**Usercentrics has grown from a start-up to a leading innovator of consent technology for the new internet economy focused on user choice. Based on unrivaled data privacy technology that has pioneered consent management platforms since 2012, Usercentrics strives for a better internet experience for everyone. The company is deeply committed to the belief that consent is a basic human right and that any successful data-driven business model of the future should embed consent and compliant data practices at the heart of its operations.**

The company's mission is to build a world where user privacy enables a thriving digital ecosystem. Using Usercentrics' tailor-made CMPs, companies with an online presence can protect the privacy of their customers' data and thus build mutual trust, while simultaneously growing the company's data-driven business.

Currently, Usercentrics is growing at an unprecedented rate, riding the wave of privacy-led marketing, data compliance awareness and regulations. The number of customers has tripled compared to last year. To continue facilitating this significant growth, the team – currently consisting of over 250 employees across offices in Munich, Prague, Copenhagen, and Lisbon – is also expanding rapidly.





# Strategy Analyst

**As Usercentrics enters a new growth phase, understanding new geographical markets is more crucial than ever. Which products and propositions align best with each market, and how should they be crafted to maximize success? These are the key questions the Strategy Analyst will tackle, and in doing so, help Usercentrics achieve its ambitions growth goals.**

The Strategy Analyst will be instrumental in driving the conceptual phase of product development, where value propositions and market opportunities are explored and defined. This role goes beyond traditional market research and solid business analysis – it requires an entrepreneurial spirit and the ability to propose new product ideas and identify opportunities. The ideal candidate doesn't just follow instructions but brings a fresh perspective and proactively contributes to discussions around product localization, feature adaptations, the ideal product-market fit, and effective go-to market strategies.

The team, consisting of five FTE, is based in Lisbon and gathers at the office three days a week to generate and discuss ideas. The collaborative team members work cross-functionally, value constructive feedback, and adapt easily to new situations and shifting priorities.

## **High-level strategic decisions**

With a background in strategy consulting at a top-tier consulting firm, the Strategy Analyst will work closely with the Market Intelligence team, Product Directors, and the company's leadership team, providing the opportunity to contribute directly to high-level strategic decisions. The role involves conducting Total Addressable Market (TAM) modeling, data analysis, and competitive assessments to uncover market trends and understand customer behaviors, ultimately translating data into

actionable insights and strategic recommendations that will shape the company's growth.

**“The perfect candidate not only knows how to create a strong product-market fit and shape go-to-market strategies but also brings the right mindset. This role requires an entrepreneurial spirit and a quick-thinking approach to ideas. We’re a small, action-oriented team, so thriving in an agile, fast-paced, hands-on environment is key.”**

**Diogo Rendeiro,  
Director of Incubation**

The Strategy Analyst will collaborate closely with senior management to share insights and suggest modifications that align with the company's expansion goals. Moreover, they get to test a variety of exciting concepts and propositions in the market. With a hands-on, entrepreneurial approach, they will play a key role in helping the company maintain its edge in a competitive market through continuous innovation in new product development.

This role offers an exciting opportunity for a (former) strategy consultant who wants to be part of a small, expert team making a big impact. With a curious, out-of-the-box, and proactive mindset, they can take ownership and drive success within this dynamic organization.





# Interested?

Usercentrics is working with Top of Minds to fill this vacancy.

To express your interest, please contact Ana Moya Morales at [ana.moyamorales@topofminds.com](mailto:ana.moyamorales@topofminds.com).



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