

# Industrial machine learning for factories

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Fero's vision is to empower the global industrial sector to become as innovative and adaptive as the technology sector.

Our software empowers customers with explainable and causal machine learning models and enables them to increase quality, minimize waste, reduce costs, and boost environmental sustainability.

Headquartered in NYC with an EU office in Dusseldorf, Germany, we are a team with academic roots and believe in welcoming knowledge, learning from mistakes, and constant innovation. Following our recent funding round, we are now growing our team. By joining Fero, you'll have a measurable impact on how factories operate, use our planet's resources, and affect the global climate.

## The Role

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As a **Market Research Werkstudent (MRW) (m/f/d)**, you will provide critical prospect data that enables our sales and marketing teams to engage effectively with target personas within our ideal customer profile accounts. MRWs assist with sourcing account data, including company regional locations, persona contact sourcing and inputting this information into our CRM system (Salesforce.)

MRWs conduct account qualification using externally observable company and site attributes (performing research online) and also validate contact personas using online tools (LinkedIn, ZoomInfo, etc.) and through calls/emails. Note that MRIs are not sales roles, rather they merely source data for our CRM system.

## What You'll Do

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- » Source lists of target accounts in our primary industrial process industry verticals
- » Identify key target personas in each geographic location for these accounts
- » Source contact information for target personas
- » Input, update and manage this data in our CRM system

## Qualifications

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- » Strong analytical capabilities and attention to detail
- » Excellent written and verbal communication skills
- » Familiarity with CRM tools and an understanding of the importance of data quality
- » Pursuing a university or applied degree, preferably in business, economics, marketing, or social sciences and graduating in the next 18-24 months
- » Ability to take direction, work independently, and collaborate in a team
- » Desire to gain hands-on experience in a start-up environment
- » Fluency in German and English

## At Fero We

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- » Provide a company sponsored gym membership from Urban Sports Club and company a company sponsored Jobrad bike membership
- » Provide a professional office environment, local supervision and year-round MRW roles for up to 20 hours per week at approximately 20 Euros per hour (varies according to experience)
- » Offer flexibility in working hours to accommodate exams, semester breaks, etc.

## How to apply

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- » Please send your CV to Tim Eschert, [tim@ferolabs.com](mailto:tim@ferolabs.com)
- » You will take two short interviews in the next few days or week. We are aiming for a speedy process, and are planning to fill the position as soon as possible
- » We accept applications on a rolling basis