



## **Smashburger – Strategy Analyst**

### **Job Description**

Smashburger is seeking an outstanding candidate to serve as Strategy Analyst in its Denver, Colorado office.

This role will be a key asset in the future growth of the company. This individual will be a part of the Strategy Department and will play an important role in developing Smashburger's real-estate strategy and marketing strategy, as the company grows from 70 restaurants to 500 restaurants over the next 4 years.

S/he will provide financial consulting and strategic support to senior management including preparing board presentations, financial presentations, capital expenditure analysis, industry/peer group comparisons, marketing analytics, evaluating new business opportunities and other projects requested by senior management. This function acts as part of the analytical engine of the company to provide insights and support 'optimal' business decision making. The position reports to the Vice-President of Strategy and has significant exposure to the Executive team, including CEO, CFO, Chief Development Officer and SVP of Marketing.

### **Types of projects will include:**

- Developing a real-estate model to identify the best locations for future Smashburger restaurants
  - Interpret available data including population trends, consumer demographics, property values, competition, site visibility, market demographics
  - Responsible for market planning and trade area rankings for all corporate and franchise markets
  - Develop strategy plans for new market sites
  - Evaluate and investigate store site locations (availability, property value, etc)
  - Develop market planning process to maximize company and franchise growth
  - Travel as needed to evaluate markets, trade areas and site locations
- Measuring the success of marketing programs, including ROI, revenue lift and total profitability
- Making recommendations on menu changes and pricing, using analytical models to derive insight
- Creating and managing weekly and monthly management reporting packages
- Store level trend analysis and forecasting
- Market and Industry Updates
- Supporting the Executive Management Team on an as needed basis

### **Candidate Qualifications**

- Undergraduate degree from top-tier university
- 1 -3 years of work experience: Business consulting, corporate development, financial planning or corporate finance backgrounds will be considered
- Mature and professional candidate who is a self-starter willing to accept a large amount of responsibility
- Personal tie to and/or desire to be in Colorado
- Excellent command of PowerPoint and Excel
- Exceptional interpersonal and communications skills
- Ability to think strategically and act tactically
- Strong work ethic, ability to multitask, attention to detail and resourceful

Compensation will be based on background, with significant growth potential



### **About Smashburger**

Smashburger is a new "Better Burger" concept, designed to deliver great tasting burgers and sides in a hip, modern environment, quickly and conveniently. Smashburger's signature and create-your-own Certified Angus steak burgers set a new standard for taste, quality and value.

Our aggressive growth plans include opening 20 to 40 smashBurger units in each identified market over the next three years. This is an opportunity to be a part of a high growth enterprise, comprised of an exciting and proven management team and drive outstanding unit sales growth and profitability.