

RED ASSOCIATES

Copenhagen & New York

BECOME PART OF THE RED APPRENTICE PROGRAM

*Why do so many chronically ill people refuse to take the medicine they need?
How do you sell green solutions to people who don't care about pollution?
How is technology changing how people work, relax or play?*

...To help our clients answer questions like these, ReD Associates is looking for curious minds to join our Copenhagen and New York offices.

WHO WE ARE

ReD Associates is a strategy consultancy. We are experts at delivering insights into human behavior, and actionable strategies for how companies can turn those insights into business opportunities. Our international staff of anthropologists, sociologists, philosophers, political scientists, and designers employs methods from social science and the humanities to study human behavior. Companies tend to come to us when they're on the verge of something new. Some are entering a different or emerging area of the market and they're not sure how to proceed; others simply need a next-gen version of what they already produce. Like many consultants we're adept at crunching numbers and understanding competitive dynamics—but we also know numbers get you only so far. Standard techniques work for standard problems because there's a clear benefit from being measured and systematic. But when companies are facing an uncertain marketplace or more nuanced challenges—identifying and understanding changes in customer behavior, revitalizing antiquated products, fixing broken sales models, giving a direction to “innovation,” or rethinking a long-term strategy—those existing formulas aren't easily applied.

WHAT WE OFFER

An intensive, three-to-five-month experience, the ReD Apprentice Program is an opportunity to get to know us and our work, and a rich learning experience for anyone at the beginning of their private-sector career. In addition, it is the recruitment ground for new consultants and thus a launching pad for a career at ReD or beyond. You will be an integral part of our project teams, and your work will typically include qualitative and quantitative research, analysis and solution development. You will be a part of our teams advising our clients on how to best serve their customers and grow their business. We are committed to help you grow through a series of training modules, and by providing you with continuous in-depth feedback from both colleagues and an assigned mentor. Our goal is to ensure that once you have completed the ReD Apprentice Program, you are ready and motivated to make an impact as a consultant.

WHO WE LOOK FOR

We seek exceptional graduates from all disciplines and backgrounds with a demonstrable strength in social sciences or humanities (such as Anthropology, Ethnography, Sociology, Political Science, Philosophy, or Literature). You will have an analytically sharp and empathic mind and a professional work ethic that inspires and motivates people around you. You will be intellectually curious, have great communication skills and be fluent in both written and oral English. In evaluating applications we specifically look for:

- An outstanding academic record
- Relevant experiences that highlight your skills as a problem solver, leader, thinker, innovator etc.
- International experience and language skills
- Previous experience with qualitative and/or quantitative research methods

HOW TO APPLY

We are now accepting applications for positions in New York and Copenhagen for Fall 2015. Applications are due by **April 3, 2015**.

Read more and apply at
www.redassociates.com/about/careers



KRONPRINSESSEGADE 20 * 1306 COPENHAGEN K * DENMARK
26 BROADWAY SUITE 2505 * NEW YORK * NY 10004 * USA

WWW.REDASSOCIATES.COM