

# CORPORATE AMERICA

Often pace of work may be consistent throughout the year, but some spaces may require faster pace projects or assignments during specific times of year.



## PACE OF WORK

Corporate America is dominated by large, established companies operating in various industries. It encompasses structured and hierarchical work environments characterized by formal policies, procedures, and a focus on profit-driven goals.

## DEFINITION

Market research, product research and development, risk and compliance, loss prevention, trust and safety associates, cybersecurity, behavioral science, people science.

## ROLE/POSITIONS

Questions specified by product team, company, or needs of customer while methods are flexible.



## AUTONOMY OF IDEAS

Compensation ranges but starting salaries may start higher than other industries and there is often room for negotiation. Typical benefits: 401K, hybrid possible, and significant health insurance.

## SALARY & BENEFITS

Roles require generalists, but some roles may require understanding of a specific methodology.



## SME V METHODOLOGIST

Company product teams, company executives, shareholders, and investors.

## AUDIENCE



Walgreens, Scotia Bank, Amazon, Target, Google, JP Morgan Chase (or, most major banking firms).



## EXAMPLE COMPANIES