



Job Description: Senior Market Research Analyst – Construction Industry OEM (Mining & Aerial Work Products)

Position Title: Senior Market Research Analyst

Location: LA or Dallas

Department: Marketing / Strategy / Business Intelligence

Reports To: Head of Global Business Development

Summary

As the Senior Market Research Analyst for LGMG, you will drive strategic decision-making by delivering actionable insights on global market trends, customer needs, and competitive landscapes for our Aerial Work Platform/ Mobile Elevating Work Platforms (MEWPs), telehandlers, and mining equipment. You will lead targeted research projects, mentor team members, and play a pivotal role in supporting our business growth and innovation in the heavy equipment sector.

Key Responsibilities

- **Industry Research Leadership:** Plan and execute research projects focused on mining equipment, aerial work platforms, and related products.
- **Market Analysis:** Analyze demand, usage trends, and technological advancements in the mining and construction sectors. Identify global TAM, SAM, and SOM. Perform secondary and primary research to generate actionable go-to-market plans for our global market that includes financial models, marketing, product and operation plans.
- **Competitor Intelligence:** Monitor key OEM competitors, track product launches, pricing strategies, and industry innovations.
- **Customer Insights:** Conduct in-depth research with end users, dealers, and rental companies to understand operational challenges and emerging needs.
- **Data Synthesis:** Present complex findings on market size, segmentation, and growth opportunities to executive leadership.
- **Regulatory & Geographic Trends:** Evaluate impacts of global and regional regulations, standards, and infrastructure projects.
- **Cross-Functional Collaboration:** Work closely with Product Development, Engineering, Sales, Dealer Support team/s, and marketing.
- **Mentoring & Best Practices:** Coach junior analysts and help establish robust research methodologies and reporting standards.



Required Qualifications

- MBA degree (strongly preferred) in Marketing, Engineering, Business, or related field.
- 4+ years' market research experience, ideally in OEM, construction, mining, or heavy equipment sectors.
- Proficient in data analysis tools (Excel, SPSS, R, Python, etc.) and research software (Qualtrics, SurveyMonkey).
- Strong understanding of B2B industrial markets and value chain dynamics.
- Excellent communication, stakeholder engagement, and report-writing skills.
- Bilingual in Mandarin and English with oral proficiency in both languages
- Experience presenting actionable insights and recommendations to executive leadership.

Preferred Skills

Familiarity with mining, construction, and aerial work product markets.

About LGMG

LGMG is a global manufacturer of mobile elevating work platforms (MEWPs), telehandlers, and construction machinery. With a strong focus on safety, reliability, and localized service, the company serves customers in over 100 countries worldwide. LGMG North America is headquartered in the Dallas-Fort Worth metro area, in The Colony, Texas, a fast-growing business hub just north of Dallas, where it manages sales, service, and parts distribution for the U.S. markets.

To Apply:

Please send resumes to hr@lgmgna.com