



SPECIALTY PRODUCTS COMPANY

Position: (Retail) Account Analyst

Created: November 2025

Department: Sales and Marketing

Reports to: Vice President of Sales and Marketing

Company Overview

Specialty Products Company (SPC) and its portfolio of industry-leading brands design and manufacture wheel alignment parts & tools, chassis parts, and motorsports fluid systems. Selling more than 2,500 SKUs to the automotive and performance markets worldwide, SPC sets the gold standard in product design, education, and customer service. SPC is an ISO 9001 / IATF 16949 certified company. Since 1971, its commitment to quality at every step has made SPC a preferred partner for OEMs, distributors, designers, and technicians.

Summary of Duties: This salaried position involves analyzing retail performance, identifying trends, and providing data-driven insights to optimize operations and drive growth. A key aspect of this role includes translating data into understandable and actionable tasks for retail and e-commerce customers and provides insights for both technical and non-technical audiences, including executive leadership.

Responsibilities:

- Will work on-site from our headquarters location in Longmont, Colorado – with a typical work scheduled of M-F, 8-5, and as needed based on the needs of the department and/or company.
- Analyze sales data, trends, and patterns across retail channels.
- Support forecasting, budgeting, and variance analysis.
- Conduct market and competitor analysis.
- Collaborate with other departments.
- Prepare and deliver clear and concise presentations (using PowerPoint) to communicate findings and recommendations to various stakeholders.
- Craft compelling executive summaries that distill complex information into key insights and actionable recommendations for executive leadership and other decision-makers.
- Monitor and analyze data from customer portal submissions to identify trends, pain points, and opportunities for enhancing the customer experience and optimizing self-service functionalities.
- Travel is not anticipated for this position.
- Other responsibilities and duties as assigned

Required Qualifications:

- Bachelor's degree, or 3-5 years' work experience, in a field of learning related to data management, e-commerce, programming, or similar.
- Analytical experience and aptitude.
- Proficiency in data analysis tools (e.g., Excel, SQL, Tableau).
- Understanding of retail metrics and KPIs.
- Excellent communication and presentation skills, with experience developing executive summaries and presentations.
- Experience with customer portal data analysis and insights generation.

Required Competencies:

- **Communication skills** – Able to communicate effectively through verbal, written, and electronic mediums. Able to listen carefully, observe and apply knowledge to offer effective solutions. Strong presentation skills.
- **Business Acumen/Strategic Planning** – Able to effectively communicate sales data and trends to management in the form of presentations, executive summaries, and actionable recommendations which requires a solid understanding of the company, company objectives, and the automotive parts aftermarket industry.

- **Data Analysis** – proven experience in data analysis with proficiency in use of data analysis tools.
- **Computer & Technology Skills** - Able to use Microsoft Office Suite of programs with advanced proficiency and adept at working within ERP systems, CRM, and Customer portal sites to process data, create reports and deliver insights.
- **Highly Detailed** - Able to process all forms of work with a high degree of accuracy and detail. Able to manage multiple tasks.

Preferred Competencies (*Background in these competencies valued but not required*)

- **Industry Knowledge** – Has work experience in analyst role, ideally in an automotive aftermarket environment.
- **Problem Solving** - Ability to analyze the situation, ascertain possible opportunities, draw meaningful conclusions, and find actionable takeaways and work on the implementation of those ideas.
- **Industry Enthusiast** - Has experience with and knowledge of performance and off-road channels and their dealer networks.

Specialty Products Company (SPC) is an equal opportunity employer. SPC provides equal employment opportunities to all employees and qualified applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.