

## Analyst Relations Specialist

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Company: Iron Mountain

Location: Bogotá

Category: business-and-financial-operations

At Iron Mountain we know that work, when done well, makes a positive impact for our customers, our employees, and our planet. That's why we need smart, committed people to join us. Whether you're looking to start your career or make a change, talk to us and see how you can elevate the power of your work at Iron Mountain.

We provide expert, sustainable solutions in records and information management, digital transformation services, data centers, asset lifecycle management, and fine art storage, handling, and logistics. We proudly partner every day with our 225,000 customers around the world to preserve their invaluable artifacts, extract more from their inventory, and protect their data privacy in innovative and socially responsible ways.

Are you curious about being part of our growth story while evolving your skills in a culture that will welcome your unique contributions? If so, let's start the conversation.

### Position Overview

Iron Mountain seeks a Analyst Relations (AR) Specialist to drive the growth of rapidly scaling technology businesses across data centers, asset lifecycle management and various digital solutions for protecting, unlocking and extending the value of client's information. This role will play a critical role in Iron Mountain achieving its long term growth vision by ensuring that customers and the analyst community view our company more broadly than the legacy records management business that led us to become a member of the S&P 500.

The Analyst Relations Specialist is a pivotal role within the Global Marketing department of the Iron Mountain. This individual is responsible for fostering and managing relationships with industry analysts to enhance the company's reputation, market positioning, and product

visibility. The Analyst Relations Specialist will work closely with internal teams to ensure that analyst perceptions align with the company's strategic goals and messaging.

**Key Responsibilities:**

Cultivate and maintain relationships with key industry analysts and influencers to keep them informed about the company's products, strategies, and achievements.

Serve as the primary point of contact for analysts, addressing inquiries, arranging briefings, and coordinating engagements.

Collaborate with internal stakeholders, including product managers and marketing teams, to develop key messages and materials for analyst interactions.

Organize and facilitate analyst briefings, presentations, and events to showcase the company's products, innovations, and market leadership.

Monitor and analyze analyst research, reports, and opinions to identify trends, competitive insights, and areas for improvement.

Develop and execute strategies to leverage analyst insights and endorsements for marketing and sales initiatives.

Provide guidance and support to internal teams on engaging with analysts effectively and maximizing the impact of analyst relations activities.

Track and report on key performance metrics related to analyst relations, including analyst coverage, sentiment, and impact on business objectives.

Stay abreast of industry trends, competitive landscape, and analyst relations best practices to continually refine strategies and tactics.

Represent the company at industry conferences, trade shows, and networking events to build relationships with analysts and influencers.

**Qualifications:**

Bachelor's degree in Marketing, Communications, Business Administration, or related field.

Master's degree preferred.

Proven experience (3+ years) in analyst relations, public relations, marketing, or related fields,

preferably in the technology sector.

Strong understanding of the analyst ecosystem, including major analyst firms, key analysts, and industry research methodologies.

Excellent communication skills, both written and verbal, with the ability to articulate complex concepts clearly and persuasively.

Demonstrated ability to build and maintain relationships with diverse stakeholders, including executives, product managers, and industry analysts.

Strategic thinker with the ability to translate business objectives into actionable analyst relations strategies and tactics.

Detail-oriented and highly organized, with the ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.

Proficiency in Google Suite, CRM systems, and analyst relations management tools.

Familiarity with social media platforms and digital marketing techniques is a plus.

Category: Marketing

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