Hannah Sorensen

COMPETITIVE INTELLIGENCE ANALYST

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Summary

Competitive intelligence analyst with 6 years in B2B software and health tech market research. Tracks competitor pricing, products and hiring, runs win/loss analysis interviews and writes sales battlecards that sellers actually use. Works fast in Microsoft Office, models market sizing in Excel and presents competitive analysis to product and pricing leaders in PowerPoint.

Skills

- Competitive Analysis
- Win/Loss Analysis
- Market Research
- Secondary Research
- Market Sizing
- Battlecards
- Microsoft Office
- Excel
- PowerPoint
- Qualtrics

Experience

Competitive Intelligence Analyst 03/2023 - Present

Cascade Field Software Seattle, WA

B2B software company selling field service apps to 2,000 mid-size firms.

- Track 15 competitors' pricing, releases and hiring, publishing a monthly competitive analysis read by 300 sellers.
- Write and refresh 20 sales battlecards each quarter, raising seller usage from 35% to 70% in a year.
- Run 60 win/loss analysis interviews a year with buyers, surfacing 3 objections that product fixed in 2025.
- Present quarterly competitor reviews to pricing leads, informing a tier change that lifted win rate **6** points.

Market Research Analyst 07/2020 - 02/2023

Evergreen Health Analytics Bellevue, WA

Health tech firm selling scheduling software to clinics and hospitals.

- Conducted secondary research on 40 hospital systems, profiling budgets, vendors and contract renewal dates.
- Built Excel market sizing models for 3 new segments, supporting a $5M expansion into dental groups.
- Surveyed 400 clinic managers with Qualtrics to rank feature needs for the product roadmap.
- Organized a shared Microsoft Office library of 90 competitor files for sales and marketing.

Market Research Intern 06/2019 - 08/2019

Rainier Outdoor Company Seattle, WA

Outdoor apparel brand with 12 stores.

- Benchmarked prices of 150 jackets across 6 rival brands each week for the merchandising team.
- Compiled store-intercept survey results from 500 shoppers into an Excel summary by store and age group.
- Presented a 10-slide trend recap on rival rain gear to the merchandising director at summer's end.

Education

Bachelor of Arts 06/2020

University of Washington Seattle, WA

Business Administration

Certificates

Certified Competitive Intelligence Professional

Strategic and Competitive Intelligence Professionals

11/2023