

# Builders Union

## OPEN POSITION

### Democultural Research Intern working for a global consumer-focused hedge fund based in London

#### COMPANY

Builders Union Asset Management

#### POSITION

Minimum 6 weeks full-time

#### START DATE

Rolling

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#### From Linda Voggenreiter, Democultural Research Manager at Builders Union:

“Thanks for taking the time to evaluate this opportunity. We are a group of passionate investors, allocating our Client’s and our own capital in the global consumer public equities space. Our team’s diverse and complementary backgrounds aid us in developing a holistic understanding of the consumers, businesses and industries with the goal of identifying the most exciting investment opportunities.

We are looking for a well-rounded, rigorous thinker with gritty work ethic and ceaseless desire to learn to join our investment team this summer.

#### I. WHAT DOES THE ROLE ENTAIL?

- **Demographic research.** You will combine your creative and data-driven mindset to research how long-demographic developments could impact young consumer behavior.
- **Young consumer behavior research.** You work on projects analyzing young consumer behavior in the consumer goods industry and develop a view on evolving trends or challenge existing hypes. You will also convert your research into meaningful and actionable business insights.
- **Online panel community management.** You help build our online young consumer panel and develop guidelines on how to keep the community engaged.

#### II. WHO WOULD BE PERFECT FOR THE ROLE?

- Exceptional academic record in the context of your undergraduate (or further) degree.
- Fluent in both written and oral English as well as the ability to express yourself in a structured and clear manner.
- You should be a highly curious and broad thinker. We emphasize intellectual maturity, attention to detail and the ability to manage multiple workstreams and deadlines in a fast-paced environment.
- Pro-active information-seeking and strong organizational skills.
- Grit: inspiring work ethic and constant desire to learn. It will be hard, it will be challenging, and it will be fun and rewarding.
- Any previous experience in a comparable research role, e.g. marketing research or UX research as well as experience with quantitative primary research including writing questionnaires and hosting surveys is a plus
- Experience in online community building and management is a further plus.
- If you have responsibilities outside of work, or passions and interests outside of finance, then we would love to hear what they are. We believe they make for better professionals, and more interesting colleagues.

If you feel any of that sounds like just the right fit for you, then please contact us at: [build@buam.com](mailto:build@buam.com).”

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#### WHO IS BUILDERS UNION?

Founded in 2017, we are an independent investment manager. We operate a fundamental investment process rooted in proprietary consumer research, private equity like due diligence and bottom-up stock picking for both long and short opportunities.

Our addressable universe is comprised of consumer-centric global small / mid cap names. We identify opportunities via fundamental analysis (where we find deviations from intrinsic value) supported by in-house ‘democultural’ research (how is consumer behavior changing and which companies are impacted).

With an entrepreneurial team from diverse backgrounds including hedge funds, private equity, venture capital, investment banking and technology, we are based in the heart of Soho. And the name: it represents investing as a craft. For a group of individuals working towards a common goal. And for a different kind of culture in investment management.

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