

Vice President Regional E-Commerce (m/f/d)

The Vice President Regional E-Commerce is responsible for the company's E-Commerce sales activities in retail business as well as for M&A activities within the Direct-to-Consumer (D2C) business. The role develops a growth strategy further and establishes guidelines for the excellence centers E-Commerce Marketing, Product Data & Assortment, E-Commerce Insights & Analytics as well as Business Performance Reporting. The role holder is also responsible for setting goals and monitoring performance metrics in E-Commerce sales. To execute this successfully, the role is responsible for establishing working relationships with the relevant support functions. Sell-out conversion-orientated executive with latest top-notch know-how within E-Commerce distribution.

Your tasks:

- E-Commerce strategy development and consistent progression of current E-Commerce strategy
- Delivering an approved business case in terms of revenue, profit margins and sustainability
- Development of internal structures for successful E-Commerce distribution
- Building-up state of the art excellence centers in E-Commerce Marketing, Product Data, Assortment, Insights & Analytics and Business Performance Reporting
- Sales responsibility for E-Commerce sales channels (marketplaces 1P/3P, Third-Party eRetailers and Commerce Connector)
- Ensuring reach, conversions and sell-out revenue within marketplaces 1P/3P and Third-Party eRetailers
- Continuous assessment of Third Party eRetailers via a tailored 3P scoring tool
- Gaining latest know-how in E-Commerce by continuous exchange with peers and top-notch strategy consultants

Your profile:

- 5-7 years of professional experience as a VP, Director or Head of E-Commerce at a global company within a relevant sector
- Extensive experience in external E-Commerce distribution and online marketing
- Experience in dealing and negotiating with platforms such as Amazon
- In-depth understanding of E-Commerce processes and optimization of online distribution channels
- High interest in E-Commerce innovations and online marketing trends
- Confident appearance, analytical thinking and strong communication skills

Salary range: € 200.000 – 240.000 p.a. (depending on location and experience)

Digilents supports you as an established recruiting boutique in filling challenging positions in the environment of e-commerce, digitalization, Amazon and IT. We do not only rely on our expertise in this segment, but also convince with our fine feeling for which candidate with his expertise and personality best fits a job profile and the searching company. As a company, you benefit from an exclusive selection of suitable candidates; as an applicant, you can expect personal consultation at eye level. A trusting cooperation with our partners and regular status reports are essential for us. Our dynamic structure enables us to react quickly and purposefully to changing requirements. Our team of minds with a high level of expertise and affinity for the digital economy will find you exactly the applicants who will take you forward and fit you and the position.

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