

# HARTNICK search

## VP of Online Strategy and Analysis

Chief Digital Marketing Officer of a major children's media company seeks a Director (or VP) of Online Strategy and Analysis.

This person will:

- Be an independent contributor and have to be versatile and comfortable with digging into data and speak directly to internal and external stakeholders alike (when appropriate) to form point of views - and authoring decks and storylines from the analysis.
- Regularly identify actionable opportunities to improve the online customer experience and/or make key area improvements on the new platform and on the company's consumer-facing sites, leveraging data from:
  - ForeSee/ASCI
  - Insight Express
  - Omniture
  - Order/Order Behavior Stats (EDW)
  - Online customer surveys
  - The company's customer service representatives
  - Other methods of user interface analysis
  - Competitive trend-watching
  - The results of the company's own outbound e-marketing initiatives
- Work in partnership with the Chief Digital Marketing Officer, Chief E-Commerce Officer, and Vice President of Digital and Strategy to leverage the data gathering and analysis mentioned above to develop a revised strategic operational plan for the e-commerce platform and consumer-facing e-commerce businesses.
- Quickly become the CDMO's right hand - writing decks, point of views, topline summaries of analysis, and more.

### Requirements:

- MBA or B.S. or S.B, in business related field preferred.
- Strong modeling and PowerPoint skills
- 5+ years in strategic planning, management consulting, marketing and / or financial analysis
  - Must have performed significant amounts of business case development
  - Must have significant experience building complex business models
  - Must understand retail, ecommerce and digital media and multi-channel experience
- Previous management roles at major media companies or media-related technology companies preferred
- Experience in strategic planning and execution
- Ability to recognize strategic fits between brands and communicate these matches to both internal teams and executives

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- Highly self-motivated and able to work productively in an unstructured environment
- Strong operational mindset, decisive, high energy, positive and professional approach, "can-do" attitude, flexible with attention to detail
- Excellent verbal communication skills and demonstrated ability to write clearly and persuasively
- Ability to discover new opportunities while expanding existing business
- Global Experience / Global Mindset
- Ability to effectively interact with and influence Senior level executives

## **Functional / Leadership Competencies:**

- Strong strategic thinker with ability to formulate persuasive business strategy/cases
- Ability to develop new business models, and launch them in the marketplace
- Fluency with modeling and analytics
- Skills at analytical heavy lifting leveraging Excel and other quantitative tools
- Have a track record of successfully achieving results in a fast paced work environment. Tenacity and resourcefulness are essential.
- Excellent written and oral communication skills. Consistently communicates using appropriate methods for the situation and audience in a clear, concise and professional manner.
- Works collaboratively and proactively on multi-functional teams. Open to feedback.
- Flexible, organized and able to handle competing priorities
- Demonstrates integrity, maturity and constructive approach to challenges