



Job title	CEO
Reports to	Group Chief Strategy Officer
Location	Bangkok, Thailand

Company Description

Mobile Marketplace for one of the top telecom operators in Asia.

Job Purpose

As CEO, the ideal candidate for this role will have a love for product excellence, process and product thinking and have strong ecommerce product management experience. This candidate will be responsible for managing the product development process across all customer-facing touch points—including web, mobile web, Android, iOS, transactional emails — and oversee the prioritization, planning/road mapping, cross-platform feature development, design/UX, sprint, QA and instrumentation processes.

Duties

The CEO will also design the operational and product management ecosystem for proper alignment of marketing, experience, and customer lifecycles across channels, touch points, and platform. They will be the hub, synchronizing all marketing and experience activities including program management, production design, calendars, pipeline management, feedback, marketing campaigns, category management, optimization experiments, promotions, content, and social.

Responsibilities

The successful candidate and his or her team will work with upstream ideation and optimization teams to package feature requests and receive them as handoffs for product development. They will also work across the company to align others around customer-facing priorities. In addition to best in class ecommerce customer experience, project scope will include the design, implementation, and automation of production tools including feedback loops, research, email, CRM, targeting, SMS, push, personalization, recommendations, DAM, CMS, A/B testing, catalog management, promotions, attribution modeling, analytics, and performance dashboards. In order to be successful, this candidate must enjoy and have strong experience managing others, managing engineering and design teams, knowing when to keep to a strict process and when to be scrappy and have excellent communication and collaboration skills.

If you think this is an opportunity you'd be keen to explore and have the wherewithal to dominate, get back to us.

Approved by:	(on behalf of CEO)
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