

Joboffer dated from 04/20/2017

## Senior Manager E-Commerce & Sales (m/f)

Field: Business Development /  
Sales  
Type of employment: Full-time  
Entry date: immediately  
Zip Code / Place: 76131 Karlsruhe  
Country: Germany

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### Company data

Company: **Gameforge AG**  
Street address: Albert-Nestler-Str.8  
Zip Code / Place: 76131 Karlsruhe



### Contact Person

Name: Recruiting Office  
Position: Recruiting Specialist  
Street address: Albert-Nestler-Str.8  
Zip Code / Place: 76131 Karlsruhe  
E-mail: jobs@gameforge.com  
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### Job description

The Senior Manager E-Commerce & Sales (m/f) role resides within the Games Division, the group within Gameforge where great gaming talent works together to publish world class free-to-play online service based games and accountability resides for the performance of all games in the Gameforge portfolio. The Senior Manager E-Commerce & Sales (m/f) will support this mission through the leadership of Gameforge's Shop Content and Sales Experts, as well as the product ownership of the centralized in-game item shop solution zShop.

### Tasks to inspire:

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- Disciplinary leader of a team of Shop Content and Sales Experts
- Product owner for the centralized in-game item shop solution, zShop, to facilitate the constant improvement of Gameforge's sales and monetization efforts, by developing measures, planning and prioritizing the zShop development and operation
- Consistently working with Portfolio Managers to support the games' shop solution needs and drive innovation through all our games and the centralized publishing platform
- Evangelist and main contact for external partners of your 1st and 3rd party publishing efforts to facilitate a state of the art implementation of our shop solutions
- Research, teach and implement state of the art sales techniques, behavioral economics effects and promotion strategies
- Design and implement overarching customer lifecycle monetization, upselling and customer loyalty/retention programs
- Constant UI/UX improvement of our shop solutions to streamline the purchase process as much as possible and improve purchase conversions
- Close collaboration with our payment shop team (premium currency shop) to leverage synergies and to guarantee the best possible purchase funnel
- Drive the implementation of advanced tracking solutions, A/B-testing and continuous analysis of data to optimize our shops



### **Qualifications to convince:**

- A minimum of 5 years in e-commerce, sales and leadership roles with experience maintaining or developing at least one online shop solution
- Strong leadership skills
- Outstanding communication, project management and relationship-building skills
- Able to work well in a team environment and manage multiple complex projects with various groups
- Demonstrated passion for online computer games
- Bachelor's degree in E-Commerce or Psychology or equivalent work experience; MBA or other relevant higher degree a plus
- Proficiency in English, written and oral is required; German, written and oral a plus

Sound like your kind of challenge? – Then we look forward to receiving your application documents in English!



### **A company to connect:**

- The informality of a start-up combined with 10 years' experience in the industry
- A challenging working environment offering opportunities for personal development and for contributing ideas
- The chance to mould your own working environment
- A personal contact person to ensure a smooth start to working at the company
- A job in the "Tuscany of Germany" with 1691 hours of sunlight per year

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## About Gameforge

With more than 20 titles and over 450 million registered players, Gameforge is the leading provider of free-to-play massively multiplayer online games (MMOs) in the western hemisphere. Headquartered in Karlsruhe, Germany, the group offers its online games in more than 75 countries. The portfolio encompasses numerous well-known game industry brands, including client-based titles such as Orcs Must Die! Unchained, HEX: Shards of Fate, prized role-playing game AION Free-to-Play and TERA as well as Europe's most successful MMO, Metin2. In future, competitive RTS Dropzone and action-laden Anime MMORPG SoulWorker will add to the collection. Popular browser-based games such as OGame and Ikariam complete their offering.

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