



## **Profile of a Social Gaming Head:**

### **About Us:**

Contests2win group is a specialized 'interactive marketing' organization that leverages the power of the Internet and Wireless mediums to render 'never done before' promotions for world class brands. Our own website is [www.contests2win.com](http://www.contests2win.com) and the mobile2win business can be checked out at [www.mobile2win.com](http://www.mobile2win.com)

We work with over 300 world class brands - typically the top Fortune 500!

Our partners with whom we work in India for joint promos are MSN (Hotmail - Messenger), Yahoo, Barista, Domino's, Jet Airways, McDonald's and all the mobile operators!

Our investors are News Corp - Softbank - ICICI and Siemens.

### **Position:**

Social Gaming Head

### **Reporting into:**

Alok Kejriwal (CEO) – dotted line reporting into Mahesh Khambadkone (CTO and co-founder)

### **Working in line with:**

Technology Manager – who will help in all tech functions including handling of external vendors and in-house teams.

Production – who will co-ordinate efforts between game producers.

### **Job Descriptor:**

We need someone who understands multi-player gaming and is totally immersed and entrenched in the social media (read – SNS sites like Orkut/Facebook/Hi5/Meebo/Bebo etc). The candidate will lead the mutli-

player gaming apps business that games2win is very keen on building, specifically leveraging SNS media. The key job functions will be:

- Regularly researching into all the SNS websites, to understand directions and statistics : which gaming apps are doing well and which are not, and generating a 'best practices' for the games team
- Defining core game idea and concept. This must be defined sufficiently for the game producers to work on and build on the concept.
- Over time, defining multi-player game products that G2W runs, which have SNS extensions.
- Working with the game producers and tech teams (we will assemble some of the games from outside vendors) and becoming the owner of the complete game delivery process
- Approving budgets for development
- Working with the SNS website partners we have and getting their inputs on our apps
- Establishing new SNS partners for deployment
- Measuring app performances and reporting the same to the internal team and management

### **Salaries and ESOP's**

Games2win likes to meet candidates and then offer them compensation basis their experience and passion