



## VP – Business Development USA

### About Us:

Games2win (G2W) is one of the fastest growing online gaming companies in the world and features in the top 50 online gaming destinations as per the January 2009 comScore report. G2W is funded by top tier investors such as Clearstone Venture Partners, & Silicon Valley Bank. G2W owns and operates [www.games2win.com](http://www.games2win.com) – a massively popular flash gaming website with over 5 million unique visitors a month and Inviziads ([www.inviziads.com](http://www.inviziads.com)) - a unique in-game advertising network. The company's studio's are based in Mumbai – India.

The founders of G2W Inc are Alok Kejriwal - serial entrepreneur See - ([google link](#));([linkedin link](#)), and Mahesh Khambadkone -an online gaming specialist See - [linkedin link](#)

### What are Flash Games and who plays them?

They are the fastest growing and most popular type of games that over 200 million consumers play on the World Wide Web as per comScore. Typical users are teen, tween and young adults with a major skew towards young girls and women who are particularly drawn to these game types. Genres include dress up, romance, back to school, spot the difference game types. The top sites in the world include Yahoo Games, MSN Games and Miniclips.com

### What's the opportunity?

To help us grow aggressively in the US by developing distribution and content partner relationships. An example is the current relationship we have with Addictinggames.com – a Viacom company that is one of the top online game websites in the US. They regularly license our games and that drives visibility and awareness for our brand.

Given our significant growth in the last 12 months, we believe there is a great opportunity to build high quality flash games in India and then promote them with like-minded partners in the US and other international markets. These games are quick and relatively inexpensive (approx 10k US\$) to build, can be themed/skinned for partner requests and can also respond to topical events

(like our game called 'Miracle on the Hudson' that featured on the Discovery Channel's website for a short while)

Leading television, print, radio and Internet media companies will be some of the ideal partners (with an emphasis on general entertainment). Traditional media owners have begun offering a strong online web proposition to their consumers as an extension of their original media offering, and online games are one of the stickiest and differentiated propositions on such websites. Games2win can be the online gaming partner of choice for such entities.

Note that we do not want to become a 'work on hire' studio that just develops and then sells games to customers. We typically own the IP rights, co-brand our games with our partners, promote them on their properties and enjoy advertising revenue shares with them.

### **Role & Responsibility:**

We are looking for an experienced, performance and results oriented professional who:

- Has worked in the Internet online space in the US preferably in the entertainment genre and ideally in gaming.
- Understands the media and entertainment industry and landscape in the US and has connections with decision makers in these companies
- Is ready to do some serious pavement pounding and business development work that involves representing games2win to potential partners and convert them into business relationships
- Liaise with ad agencies, representatives and agents of IP owners and artists who may also be interested in using online games to extend their franchise and induce online marketing.

Our US colleague will be fully supported by the founders (based in India but visiting the US every quarter) and the studio team to quickly respond to market needs and demands.

This is not a purely revenue focused or sales responsibility. The critical success factor is to create a large base of alliances and partnerships with content owners, media giants and brand owners so that the visibility and usage of the games2win games portfolio is increased manifold by licensing and co-creation.

### **Location:**

We would prefer someone who is based either in the New York area or LA/San Francisco Bay area

**Remuneration** – The package would be a combination of a fixed salary with a larger skew towards performance incentives based on deals secured etc.  
Options post one year of performance will also be on offer.

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