



Profile of a Product Head – Financial Games:

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 and the mobile2win business can be checked out at 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:

Product head – in charge of our new Financial Games - Games2win will soon be launching a stand alone website that will simulate 'virtual trading' (in stock and currency markets) that will allow consumers to play using virtual cash.

Reporting into:

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

Working in line with:

Technology Head – who will help in all tech functions

Production Head – who will co-ordinate efforts between game producers, vendors etc

Job Descriptor:

We need someone who is familiar with financial trading in the real world (stock or currency markets would be ideal) who can translate that knowledge into the

virtual game. Also, experience of the Internet medium (knowledge of sites, understanding browsing etc) would be a must. The candidate will lead the financial games business that games2win will soon be offering. The key responsibility areas would be:

- Taking charge of the new website as the ' product owner' and ensuring 100% performance
- Defining the core objectives of the events on the site for the consumers – why, what, how and when (e.g. what tournaments to organize, what events to organize for customer acquisition and customer retention, how to determine winners for each event, etc.)
- Keeping a close eye on consumer feedback and financial industry trends, and translating the same into product enhancements
- Working with the tech and production teams on updates and new releases
- Working within pre-defined budgets as regards development, maintenance and fulfillment management (prizes, etc.)
- Measuring website performance using industry metrics and reporting the same to the internal team and management

Work Experience and Education

We are looking at Commerce Graduates with a working experience of about 3-4 years in the trading space. Candidates with higher qualifications are welcome.

Salaries and ESOP's

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