



Example of VP, Ecommerce Job Description

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Our company is growing rapidly and is hiring for a VP, ecommerce. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for VP, ecommerce

- Establish performance targets and business metrics to drive growth
- Collect market requirements
- Build a high-performing team with deep experience in eCommerce and digital payments space
- Lead strategy and collaborate across functions and geographies to execute launch strategy and commercialization plan
- Accelerate time-to-market by identifying market and product risks and solving critical issues
- Lead all aspects of the eCommerce Platform, including product vision, strategic roadmap prioritization, metrics and operations
- Lead the process of evaluating our legacy platform, determining where best-in-class third party solutions exist and where we should build our own solutions, and then lead the multi-year implementation
- Drive product innovation across all aspects of eCommerce touchpoints including building out A/B testing frameworks, frameworks for allowing widgets and campaigns to compete for exposure, compelling user experiences that drive conversion
- Manage a team of product managers, user experience designers, and product analysts to create the strategy and roadmap for eCommerce
- Represent product leadership team in executive forums, such as weekly business reviews of operational metrics or monthly business reviews of customer experience

Qualifications for VP, ecommerce

- Understanding of multi asset class products
- Strong technical background with knowledge in networking and trading technology
- Proven track record of client support
- Strong knowledge of single-dealer platforms and multi-bank portals
- Strong command of desktop technology, including management of configuration files and ability to work with databases