

# Kaspersky Lab seeks new team players



## About Kaspersky Lab

Kaspersky Lab is a globally successful company with headquarters in Moscow, Russia, providing IT security products and services for companies and private consumers alike. The 2,400 employees worldwide are renowned for their extensive expertise and innovative approaches. At the Ingolstadt facility in Germany alone, Kaspersky Lab employs over 170 people, a number that is on the rise.

A pleasant working environment in a rapidly growing company awaits you. We look forward to meeting you! Please send your detailed application including salary requirement (preferably by e-mail) to:  
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## B2B Senior Online Sales Manager (m/f)

### Main duties & responsibility of business management unit:

- Achieve b2b global online sales targets
- Collaboration with local online sales managers and b2b offline colleagues
- Manage and optimize Business website, buying flows and e-store (merchandising, pricing and discounts, cross sell and up-sells landing pages)
- Participate in Search Engine Marketing and Search Engine Optimization
- Oversee e-commerce reporting on site-side analytics using Omniture Site Catalyst
- Forecast and report online sales and monitor sales results against projections, identify key conversion points
- Work with other teams to develop key marketing and e-commerce functionality on site
- Maintain deep understanding of industry and competitor activities and new online strategies and tools
- Conceptualize and manage the development of e-store marketing campaigns ensuring proper tracking linking and ROI analysis in conjunction with the company's key metrics

### Requirements:

- Degree in economics or marketing is preferred
- Proven ability to achieve sales goals
- 5 – 7 years of job experience (best in e-Commerce)
- Superior project managements & exceptional organizational skills
- Knowledge of and proven track record in B2B Online Sales
- Management of multifaceted online sales and marketing campaigns
- Experience using web analytics Omniture or similar tools
- Must be comfortable with MS Excel
- Native Russian speaker, fluent English is a must
- Excellent communication and interpersonal skills
- Team player
- Strong self-motivation and ability to work in stressed mode

### We offer you:

A pleasant working atmosphere with many development potentialities in an expanding company, in which passion & creativity of your employees contributes to our success.

Our open business and management culture makes us strong and successful.