

Updated Job Spec -

**Job Title:**

**Director, E-Commerce & Amazon Sales**

**Position Overview:** We are looking for a dynamic and strategic leader to join our team as Senior Director of E-Commerce & Amazon Sales. This role combines strategic thinking with hands-on execution, working closely with internal teams, including Digital Marketing, Revenue Growth Management, Brand Marketing, and external partners to drive business results and operational excellence.

This is an exceptional opportunity to contribute to a fast-growing business with a market-leading brand in the health and wellness space.

**Key Responsibilities:**

- **Strategic Leadership & Sales Growth:** Lead the development and execution of Amazon and eCommerce sales strategies, ensuring alignment with Iovate's business goals. Own sales forecasts, trade-spending, and profitability targets across platforms to drive sustainable growth.
- **Account Management & Partnership Development:** Foster strong relationships with Amazon and other eCommerce retailers. Lead negotiations on program investments, manage key account interactions, and ensure timely and effective responses to requests from retail partners.
- **Cross-Functional Collaboration:** Collaborate with internal teams (Digital Marketing, Brand Marketing, Revenue Growth Management, Supply Chain, and IT) to execute successful campaigns and product launches. Provide valuable input to marketing initiatives and ensure alignment across business functions.
- **Amazon & E-Commerce Execution:** Oversee all aspects of Amazon operations, including product merchandising, catalog content optimization, digital creative execution, and promotional campaigns. Manage and optimize product detail pages, ensuring they align with the customer journey to drive conversions.
- **Analytics & Data-Driven Decision Making:** Analyze sales performance, competitive landscape, and Amazon metrics (SEO, advertising performance, customer reviews) to identify opportunities and make data-driven recommendations for improvement.

- **Inventory & Demand Planning:** Work with supply chain and eCommerce demand planning teams to optimize inventory levels, forecast demand, and maintain a 99% fill rate for Amazon orders. Monitor stock levels and implement strategies to reduce stockouts and overstock situations.
- **Digital Marketing & Advertising:** Lead the execution of Amazon-specific advertising strategies to drive traffic and increase conversion rates. Collaborate with the Digital Marketing team to optimize SEO, paid search campaigns, and sponsored product ads to meet KPIs.
- **Team Leadership & Development:** Lead, mentor, and coach the Amazon and eCommerce sales team, ensuring they are equipped to execute against business objectives. Foster a culture of accountability, continuous learning, and collaboration within the team.
- **Market Intelligence & Competitive Analysis:** Continuously monitor the digital shelf, including product ratings, customer feedback, and competitor activity. Identify key insights and make recommendations to improve brand positioning and product offerings.
- **Global Strategy Coordination:** Work with international teams to align Amazon and eCommerce strategies across regions, ensuring a consistent approach and shared objectives.
- **Budget & Resource Management:** Assist in setting the annual budget and headcount for the eCommerce team, ensuring resources are allocated effectively to meet business objectives.

#### **Qualifications:**

- Up to 10 years of direct selling and/or account management experience preferably within a CPG environment
- Proven expertise in managing eCommerce strategies and driving growth on Amazon and other eCommerce platforms.
- Strong analytical skills, with the ability to leverage data to optimize business performance and develop actionable insights.
- Experience with Amazon-related toolsets and dashboards to track performance, SEO, advertising, and inventory management.
- Strong negotiation skills and experience managing high-value retail relationships.
- Advanced proficiency in Excel or Google Sheets, with experience in pivot tables, VLOOKUP, and other advanced functions.
- Ability to manage multiple initiatives and projects across brands, with experience working cross-functionally to drive results.

#### **Education:**

- Bachelor's degree in Business, Marketing, Ecommerce, or related field.

**Character Profile:**

- Results-driven with a strong sense of ownership and accountability.
- Strategic thinker who can adapt quickly to changing market trends and business needs.
- Passionate about driving continuous improvement and finding innovative solutions to challenges.
- Strong communicator, with the ability to work collaboratively across teams and drive alignment.

**Reporting to:** CMO