



Retail Industry Practice Manager

Company Background

I-Behavior Inc., a fast paced, growing database marketing services company with offices located in Harrison, NY and Louisville, CO has a great opportunity for a **Retail Industry Practice Manager**. I-Behavior is growing rapidly and is looking for the best and brightest direct marketing practitioners to help propel that growth. I-Behavior is now a KBM Group company and part of the [WPP organization](#). (www.i-behavior.com)

Position

As the Retail Industry Practice Manager, you will utilize your in-depth knowledge, experience and expertise of Retail industry direct marketing practices to develop, implement and oversee I-Behavior's Retail strategy and integrated product and services offering. Your skills will be instrumental in defining the company's efforts toward this key industry, including the definition and categorization of ideal target prospects, articulation of prospect needs, revenue projections, and specification of internal business requirements needed to support the opportunity. You will be directly and actively involved in developing and recommending product development initiatives, go-to-market strategies, and business development efforts, among other important responsibilities.

Specifically, your primary role will be to:

- Research and recommend I-Behavior's overarching business approach, product requirements and go-to-market strategies for the desired segment(s) of the Retail industry.
- Develop and present a Retail Industry strategic plan for I-Behavior.
- Define the integrated product and services offering for the defined market, including but not limited to acquisition and retention list modeling products, online ad display targeting and retargeting, retail analytics and database enhancement.
- Define future product and services offerings required to successfully penetrate and support the needs of the defined target market.
- Determine and orchestrate all go-to-market activities, including pricing strategy, product marketing requirements, marketing communications, sales plans, and third party relationship needs.
- Actively participate in new business development activities to attract Retail prospects to I-Behavior.
- Interact across KBM Group, Wunderman and the WPP network of companies to identify product and services offerings to incorporate into the I-Behavior deliverable, as well as to identify new business opportunities.

Qualifications

- BA or related degree
- 5+ years experience in Retail direct marketing
- High energy, motivated self-starter with ability to take direction and manage tasks with minimal supervision within an energized, collaborative and entrepreneurial environment
- Excellent communication (verbal and written) and listening skills
- Ability to establish relationships at multiple levels within a Retail customer or prospect organization, including executives
- Innovative and creative, with the ability to champion new ideas and initiatives
- Flexible and resourceful

Desired Experience:

- Direct marketing via targeted postal mail, email, online ad display and/or mobile
- Analysis of Retail data and presentation of results
- Strong relationships with a wide variety of Retail direct marketers
- New business development

Employee Benefit Package

We offer a competitive compensation and benefits package.

To Apply

Send resume with cover letter and salary requirement to resumes@i-behavior.com, list job code **Retail** in subject line. (please no phone calls)