



eCommerce Career
Summit **JULY 30**

BEGINNING SHORTLY



eCommerce Career
Summit **JULY 30**



Ecommerce Empowerment Fuelled by Community of Practice

*Designed for first movers
by two fellow first movers*



Chris Perry

CHIEF LEARNING OFFICER
CO-FOUNDER



Oskar Kaszubski

CHIEF GROWTH OFFICER
CO-FOUNDER



2021-22 Industry Event Calendar

RETAILER STRATEGY EVENTS

ADVANCED STRATEGY EVENTS

May						
S	M	T	W	Th	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

September						
S	M	T	W	Th	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

January						
S	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

June						
S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October						
S	M	T	W	Th	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

February						
S	M	T	W	Th	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

July						
S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November						
S	M	T	W	Th	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

March						
S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August						
S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

December						
S	M	T	W	Th	F	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

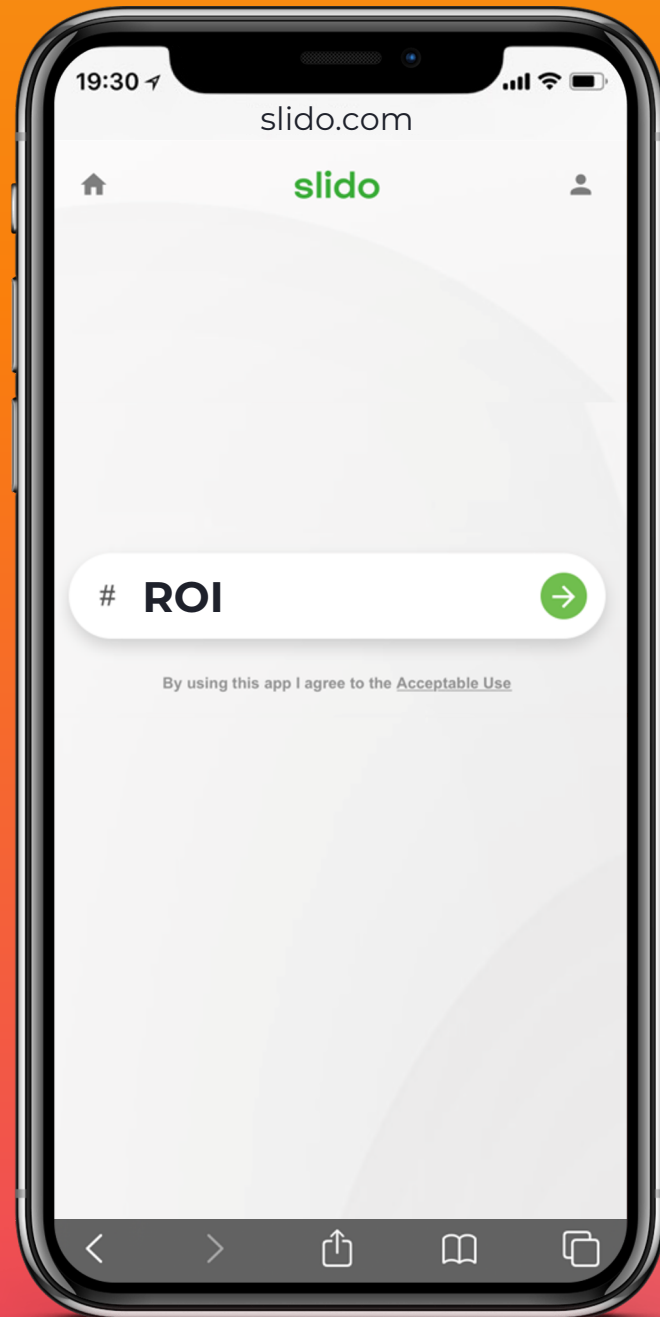
April						
S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



CATEGORY LEADERSHIP EVENTS

INDUSTRY NEWSCASTS





How to participate

using Slido.com

For an optimal dual-screen experience, go to Slido.com and enter the event code to access ROI Q&A



We will have time at the end of each session for your questions.

At any time, please submit your questions or vote for a preferred question already submitted by a fellow first mover.

Thank you for your active participation!

#ROI

Agenda

Fri / 30

12:05-12:20pm EST

LinkedIn Profile Optimization



Liza Grigorchuk
 firstmovr

Fri / 30

12:20-12:35pm EST

Networking 2.0



Oskar Kaszubski
 firstmovr

Fri / 30

12:35-12:50pm EST

The Newest Trends in Digital and E-commerce Recruiting



Joana Martins
 GLOBAL
RECRUITERS
SMYRNA

slido.com



#ROI

Agenda



STARTING NOW

12:05-12:20pm EDT

LinkedIn Profile Optimization



Elizaveta Grigorchuk

Junior Business Development
Manager



UP NEXT

12:20-12:35pm EDT

Networking 2.0



Oskar Kaszubski
 firstmovr

Why is LinkedIn so critical?



600MM+ Members Worldwide

77% of recruiters use LinkedIn

3% of users have 100% SOV

**LINKEDIN IS
YOUR RESUME!
AND MORE...**

LinkedIn Career Marketing Funnel



VISIBILITY
Awareness

- **Profile SEO**
- **Profile Settings**
 - Privacy + Career Interests
- **Network Outreach**
 - Connections, Messages, InMails, Endorsements, Recommendations
- **Content Engagement**
 - Likes, Comments, Reshares
- **Content Creation**
 - Posts, Shares, Articles
- **Content SEO**
 - #Hashtags, @Mentions, Group Posts



CREDIBILITY
Consideration

- **Identity:**
 - Profile Photo, Header Banner, Headline, Summary
- **Credentials:**
 - Experience, Education, Sections, Skill Endorsements + Quizzes, Recommendations
- **Thought Leadership**
 - Media, Content Frequency, Depth, Consistency, Recency
- **Delivery**
 - Grammar, Quality, Tone & Message



VIABILITY
Action

- **Accessibility:**
 - Call-to-Action
 - Contact Information
- **Compatibility:**
 - Job Application Match, Skills Match, Seniority Match, Location Match
- **Outreach Strategy:**
 - Target Audience, Delivery, Centricity, Persistence
- **Premium Account:**
 - Analytics, Insights



BE INVINCIBLE

Start with your credibility...



- **Identity:**
 - Profile Photo, Header Banner, Headline, Summary
- **Credentials:**
 - Experience, Education, Sections, Skill Endorsements + Quizzes, Recommendations
- **Thought Leadership**
 - Media, Content Frequency, Depth, Consistency, Recency
- **Delivery**
 - Grammar, Quality, Tone & Message



BE INVINCIBLE

Reminder: this is how they see you first

185 results



Surabhi Pokhriyal • 1st

Director eCommerce Acceleration at Johnson & Johnson
Greater New York City Area

Past: Associate Consulting Director | Global Business Lead- CPG & Retail at Cognizant

 Craig Dubitsky, Michael Johnson, and 147 other shared connections


[Message](#)



Rob Ciaffaglione • 1st

Director of eCommerce at E.T. Browne Drug Co.
Greater New York City Area

Past: Shopper Marketing Manager - eCommerce at Beiersdorf

 Craig Dubitsky, Steve Frenda, and 141 other shared connections

[Message](#)



Brian Dudzinski • 1st

Director, Ecommerce at KIND
Greater New York City Area

Past: Sr Manager Ecommerce at KIND

 James Thomson, Ram Rampalli, and 292 other shared connections

[Message](#)



We all judge a book by its cover...



THESE
ARE
IDEAL

185 results



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Message



Rob Ciaffaglia

Director of eC
Greater New York

Past: Shopper M

Craig Dubitsky



Brian Dudzi

Director, Econ
Greater New York

Past: Sr Manage

James Thomson, Ram Rampalli, and 292 other shared connections

BUT THESE ARE FAR TOO COMMON...



What do you do?



185 results



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Message

THESE ARE
GOOD AND TRUE...

But now, what is your value?



ALSO CONSIDER THESE!



Michele McNamara • 1st

eCommerce Pioneer & Strategist | Omni-Channel Champion | Passionate about creating ...
Greater New York City Area

Past: Senior Director, eCommerce Omni-Channel Business Leader at Mondelēz International



Frances M. Lukban • 1st

Global CPG Marketing Executive | Comprehensive, Full-funnel Marketer | Business Impact...
Greater New York City Area

Current: Vice President, Digital and Ecommerce Marketing - Revlon Corp at Revlon Inc.



Byron Kerr • 1st

Amazon & eCommerce Leader | Passionate about navigating traditional retail businesses ...
Greater New York City Area

Current: Director, eRetail at Serta Simmons Bedding, LLC



John Denny • 1st

VP eCommerce & Digital Marketing | Igniting Insurgent Brands on Amazon
New York City Metropolitan Area

Current: VP eCommerce & Digital Marketing at CAVU Venture Partners

Message

Message

Message

James Thomson, Ram Ramgopal, and 292 other shared connections

Reminder: this is how they see you next



Strive not to be a success, but rather to be of value.
- Albert Einstein



[Message](#) [More...](#)

Jie Cheng (程捷) · 1st 

Global Head of eCommerce & Direct-to-Consumer at Mondelēz International

Greater New York City Area · 500+ connections · [Contact info](#)

 Mondelēz International

 Thunderbird School of Global Management

About

Entrepreneurial business leader, digital marketing practitioner, and eCommerce executive with great passion for building brands in a digital world.

- 15+ years of track record of developing and executing digital/eCommerce strategies in Fortune 500 CPG/FMCG companies
- 7+ years of global markets experience working across North America, Asia, Latin America, and EMEA
- Proven leader with the ability to build and lead diverse, multidisciplinary teams in fast-paced and complex environment
- A "big picture" thinker with exceptional analytical skills and the ability to "connect the dots" to draw meaningful insights and derive action plans

Areas of Expertise:

Brand Building • Digital Marketing & eCommerce Strategy and Implementation (US & Global) • P&L Management • Leadership & Team Development • D2C • MarTech • Mobile Marketing • SEO/SEM • Digital Merchandising • Online Promotion • CRM • Digital & Social Media • Influencer Marketing • Email Marketing • Digital Analytics & Measurement • Global Brand Marketing • Direct Response TV / Infomercial



Header banners really enhance profiles



SIMPLE,
IMPACTFUL,
CREDIBLE!

Jie Cheng (程捷) · 1st 
Global Head of eCommerce & Direct-to-Consumer at
Mondelēz International
Greater New York City Area · 500+ connections · [Contact info](#)

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OTHER EXAMPLES





CREDIBILITY
Consideration

Your profile summary is a cover letter



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- Albert Einstein

 **Jie Cheng (程捷)** · 1st 
Global Head of eCommerce & Direct-to-Consumer at Mondelēz International
Greater New York City Area · 500+ connections · [Contact info](#)

[Message](#) [More...](#)

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SHORT,
BUT SWEET



What if we make it an elevator pitch?



Example #2

It doesn't matter who you are or what you do, it's not easy to write about yourself. You can manage complex projects, sell pens to sharks, or lead exceptional teams... but sell yourself? That's HARD!

Besides, do you even have the time (or desire) to write your LinkedIn profile yourself?

You know this: People are Googling you. Your LinkedIn profile is your digital introduction & first impression to the world. If your LinkedIn profile doesn't showcase your skills or portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn profile stand out from the crowd?

Well, I do.

My name is Donna Serdula & in 2009, I pioneered my LinkedIn profile optimization methodology. Since then, my team & I have helped OVER FIVE THOUSAND professionals from all over the world tell their story & build a powerful professional brand.

We help you take control of your online presence & present yourself in a way that inspires, impresses, & builds confidence in your abilities, products, & services.

Whether it's a powerful LinkedIn profile for yourself or your team, we craft engaging, targeted, & highly compelling content that gets you NOTICED & FOUND for the right opportunities.

Stop trying to figure it out on your own. It's time to transform your LinkedIn profile into an amazing professional portfolio that brands and markets you.

What if we make it an elevator pitch?



Example #3

START WITH WHY

Digital commerce is the #1 growth driver globally, accelerated even further by COVID-19-driven retail transformation and omnichannel shopper behavior. Brands and retailers who act on this today will be market leaders tomorrow.

So then why aren't more organizations taking the right actions?

BECAUSE disruptive change is hard for everyone, especially large organizations. Period.

And that's WHY I'm on my mission.

My name is Chris Perry, and I am THE GENERATOR on a mission to help empower Leaders of Change — both people and organizations — to boldly embrace change with the right knowledge, strategies and KPIs to stand the test of time.

Today, change means mastering digital commerce and navigating retail transformation. Tomorrow, it will mean something new.

No matter what the disruptor, the Generator will kick in. I've got your back through it all.

ACCELERATE WITH HOW

To accomplish my mission, I...

- ▶ INVEST palpable passion in everything I do
- ▶ CHALLENGE the status quo respectfully
- ▶ CREATE innovative strategies
- ▶ RALLY community with cause and KPIs
- ▶ COACH leaders to embrace change
- ▶ REIGNITE others' visions and ambition

"SELL" your Experience and Education



SOLID
STRUCTURE
HERE



Ferrara Candy Company

2 yrs

Sr. Director, eCommerce & Digital

Jul 2017 – Apr 2018 · 10 mos

Oakbrook Terrace, IL

Responsible for building the eCommerce channel, including: setting a three year channel strategy, new business development, key account planning, supply chain infrastructure set up and team recruitment and management. Promoted to overseeing the digital marketing function and creating a holistic digital consumer decision journey.

Selected Accomplishments:

- Over-delivered Q1 2018 channel sales by +63%; YOY growth of +188%
- Over-delivered 2017 channel sales by +47%; YOY growth of +242%
- Over-delivered 2016 channel sales plan by +272% (launched new distribution channel in 2016)
- Realigned digital marketing spend to increase impact by +23% in Q1 2018
- Successfully launched Private Label fruit snacks with key customer from ideation to distribution, exceeding sales expectations
- Founder and chairwoman of the Ferrara Women's Network, an employee engagement group with over 50 members

← SCOPE

← RESULTS

"SELL" your Experience and Education



LOVE THIS
MEDIA!

Experience



VP eCommerce & Digital Marketing

CAVU Venture Partners

Jan 2018 – Present · 2 yrs 7 mos

Greater New York City Area

CAVU is a consumer-focused investment firm founded by operators to partner with operators. The company invests in passionate entrepreneurs with big ideas that change CPG for the better. At CAVU, I lead the eCommerce & Digital Marketing practice partnering with portfolio companies to build high growth brands that disrupt the CPG marketplace.

Recent Speaking experience- eCommerce & Digital Marketing:

-Amazon's AdCon 2019, Seattle- Keynote speaker, "Driving Hypergrowth For CPG Brands" (Oct, 2019)

[...see more](#)



Food Navigator- John Denny Interview:...



Amazon Advertising: John Denny, Josh Franc...



VP Digital & eCommerce

Bai Brands

Dec 2013 – Dec 2017 · 4 yrs 1 mo

Greater New York City Area

Bai Brands is creator of one of the fastest growing beverage brands in the US over the last five years- the Bai line of Antioxidant Infusions. Launched in 2009, Bai was acquired by Dr Pepper Snapple Group in 2017 for \$1.7 billion in one of the largest CPG start-up acquisitions of the decade. At Bai I was responsible for building the brand on Amazon over four years from a small r [...see more](#)



SHOWS
COMMITMENT

TO YOUR
COMPANY,
EXPERTISE
AND
MORE...

Remember to link companies + schools



Director, Business Development

Tompkins International

Apr 2018 – Apr 2020 · 2 yrs 1 mo

USA

For the past 45 years, Tompkins International has delivered world-class solutions. Our expertise and comprehensive ecosystem includes: Supply-chain consulting , material handling and integration, robotic automation, fulfillment services and digital commerce consulting.



Director, Marketing and Business Development

Intandem Solutions

Apr 1993 – Apr 2018 · 25 yrs 1 mo

NY

Intandem Solutions is an established and respected 3pl social enterprise on the East Coast. Over the past 35 years, they have provided integrated, value-added packaging, assembly, fulfillment, warehousing and last-mile distribution expertise across multiple markets and industries. Intandem has been recognized for providing high quality third-party logistics business services wh ...[see more](#)



MINOR, BUT
VISUALLY
IMPACTFUL

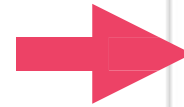
It's all about having mad skills

ADD UP TO
50 SKILLS

CHOOSE YOUR
TOP 3 SKILLS
WISELY

ASK POLITELY FOR
ENDORSEMENTS
(YOU SHOULD GIVE THEM,
TOO)

REVIEW JOB POSTS FOR
DESIRED SKILLS*



Skills & Endorsements Add a new skill

[Take skill quiz](#)

E-commerce · 99+

Endorsed by Thomas Power and 18 others who are highly skilled at this

Endorsed by 7 of Chris' colleagues at Edge by Ascential

Digital Marketing · 99+

Endorsed by Carlos Gil and 12 others who are highly skilled at this

Endorsed by 5 of Chris' colleagues at Edge by Ascential

Brand Management · 99+

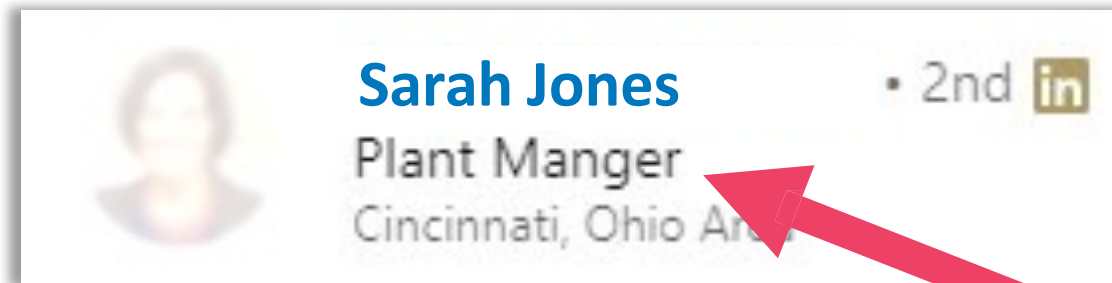
Endorsed by Luigi Matrone and 7 others who are highly skilled at this

Endorsed by 3 of Chris' colleagues at Edge by Ascential

Industry Knowledge

Strategy · 79	Product Marketing · 99+
Marketing Strategy · 99+	Marketing Management · 99+
Social Media Marketing · 99+	SEO · 99+
Product Management · 99+	Analytics · 91
Marketing · 73	Project Management · 63
Product Development · 58	Marketing Communications · 39

Proofread, proofread, proofread!



WE HAVE TO
HIRE HER NOW!
SHE HELD THE
CHRIST CHILD...



Ensure action with greater viability



- **Accessibility:**

- Call-to-Action
- Contact Information

- **Compatibility:**

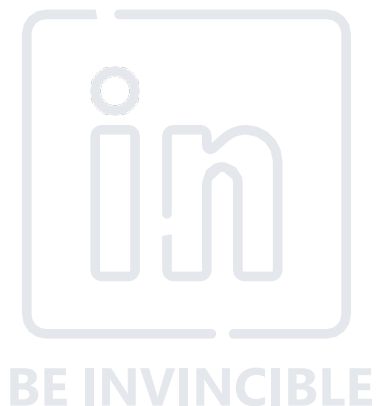
- Job Application Match, Skills Match, Seniority Match, Location Match

- **Outreach Strategy:**

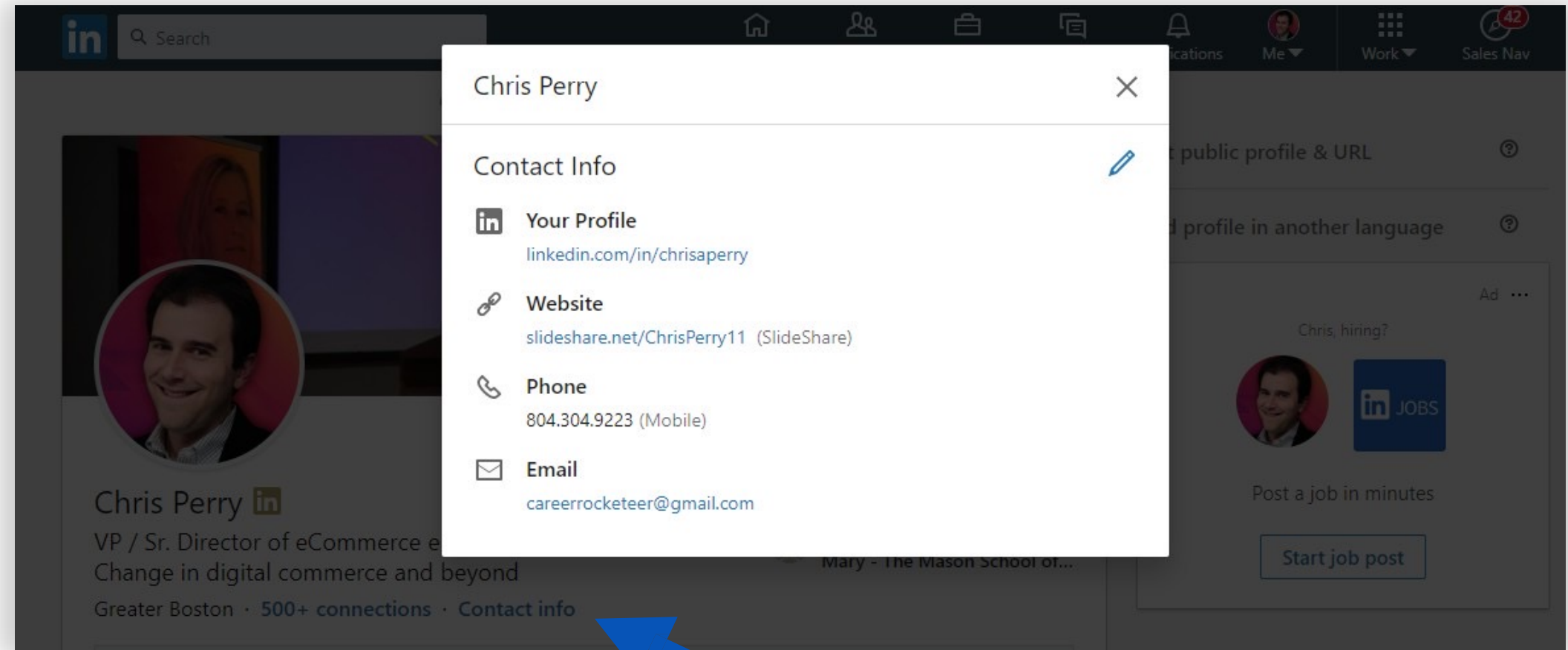
- Target Audience, Delivery, Centricity, Persistence

- **Premium Account:**

- Analytics, Insights




Can I have your number?




MAKE IT EASY TO
CONTACT YOU HERE
AND IN YOUR SUMMARY

Location, location, location...


Connect w/ Target Buyers - Get your products discovered by Target buyers! Sign up for Free! Ad ...

Chris Perry 
VP / Sr. Director of e-commerce
Change in digital con...
Greater Boston · 500+


Open to job opportunities
Senior Director, Director
and Head Of Ecommerce
[See all details](#)

 Only recruiters

Show recruiters what you can do
Pass a quiz to earn a badge

Your skill  Passed: LinkedIn Assessment

Chief Strategy Officer |
eCommerce | Omnichann...

ah Weinswig 韋
2nd 
Founder at
ht Research

Lange · 2nd
r of Business
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
Follow


relevant opportunities with
re Health Systems

Benetone
Health Systems

st jobs and industry news.

Ad ...

other language 

e & URL 

×

Edit job preferences

Job titles *

Senior Director ✓ Director Of Ecommerce ✓

Vice President Of Business Development ✓ Vice President Ecommerce ✓

Head Of Ecommerce ✓ Add title +

Job locations *

Greater Boston ✓ Greater Chicago Area ✓ New York City Metropolitan Area ✓


Add location +

Job types

☒ Full-time

☒ Contract

☐ Part-time

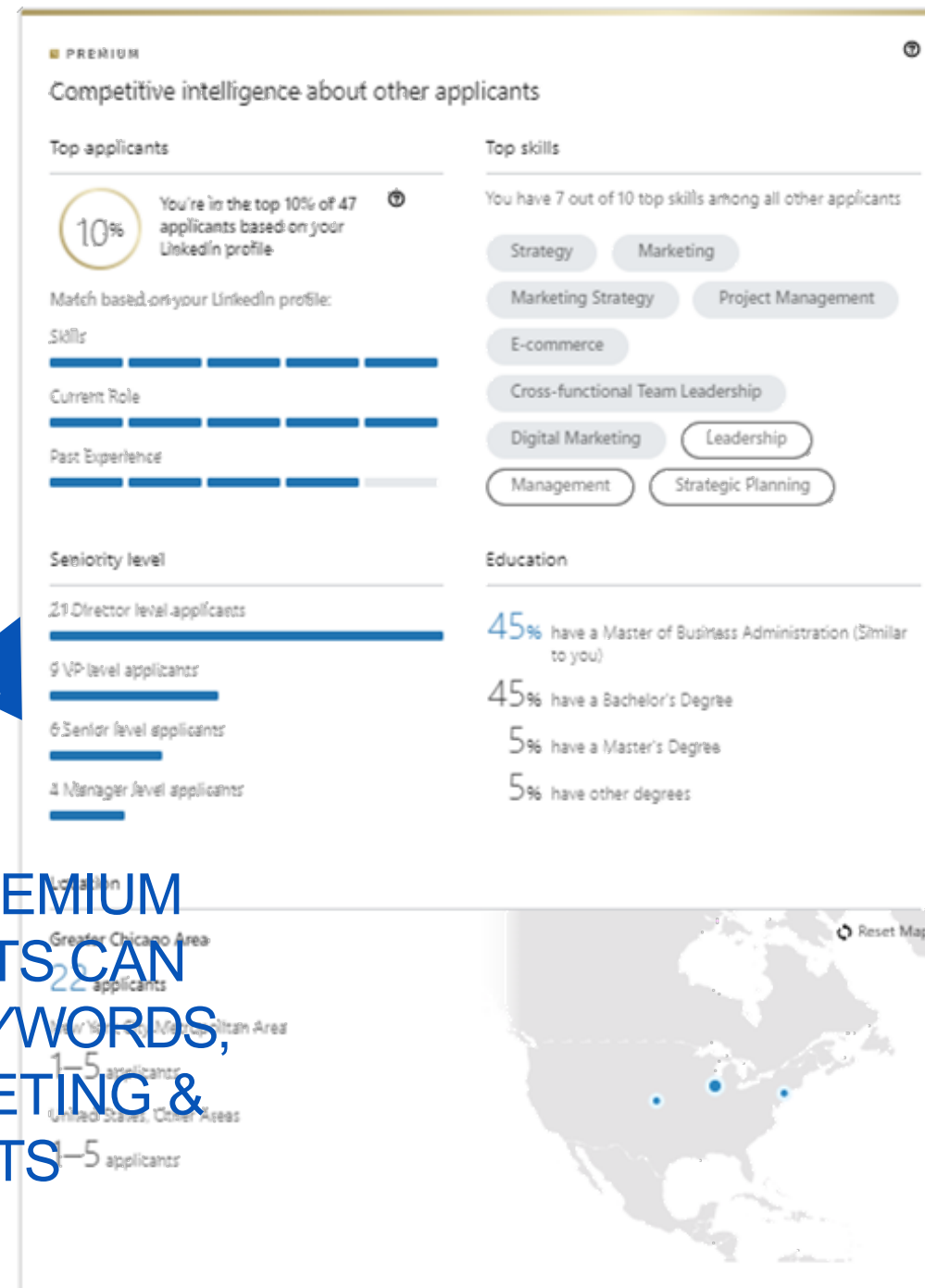
 Only recruiters ▼

I'm no longer open

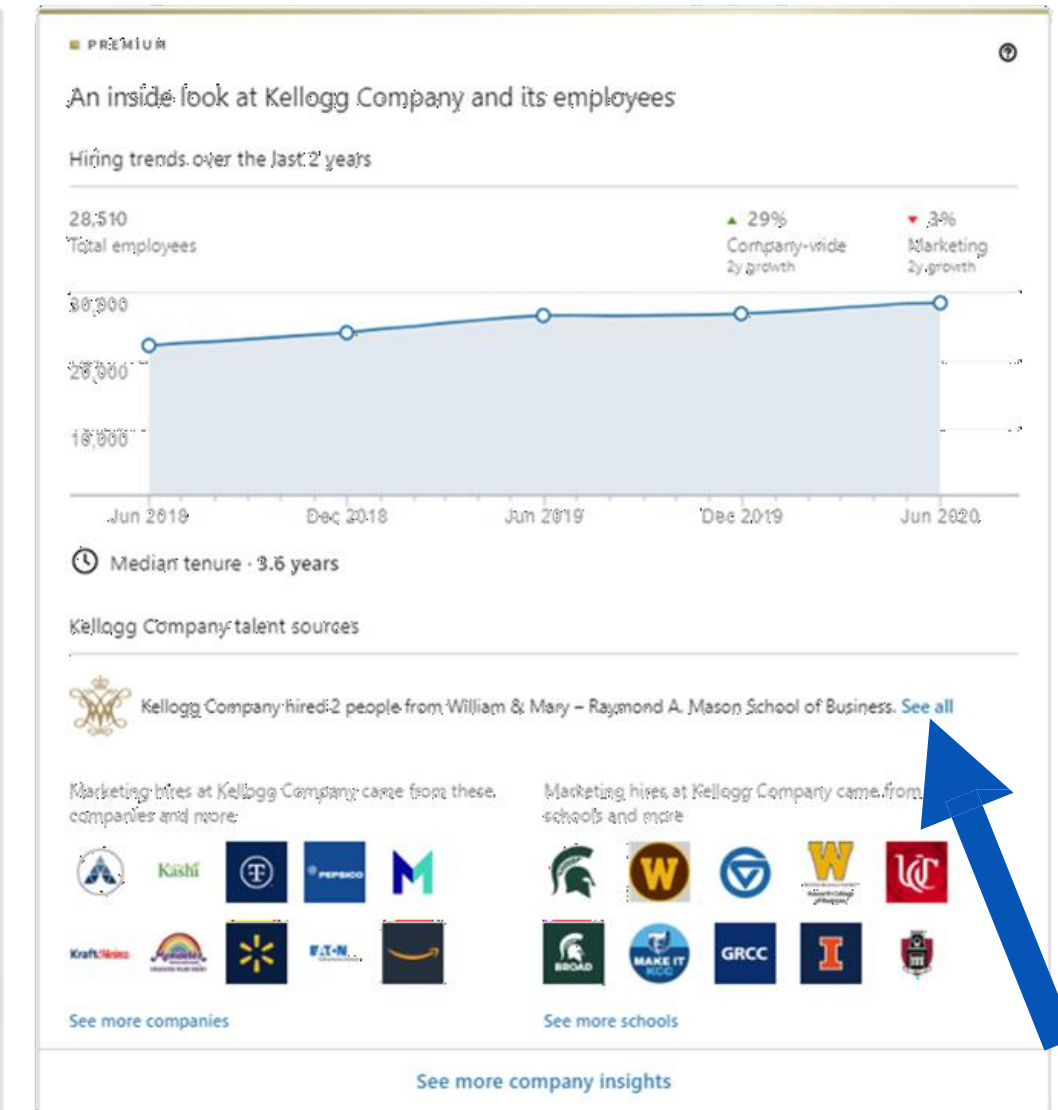
Save

BE SURE TO FLAG TO
RECRUITERS SPECIFIC
JOB LOCATIONS
YOU'RE WILLING TO
PURSUE

How do you measure up?



LINKEDIN PREMIUM
JOBS INSIGHTS CAN
HELP WITH KEYWORDS,
SKILLS, TARGETING &
CONTACTS



INCLUDING POTENTIAL
RECENT ALUMS

How to get better response rate



John Smith 1:05 PM

Chris,

It's been a while since we've connected and I thought it time to reach out.

To be clear this is a completely self interested contact. I'm back on the job market and looking to network with the people that I know. I believe that the best opportunities are found in discussions with fellow leaders.

I'd like to connect for 15 min to catch up with what you're working on and if you know of any opportunities that might be a fit for me.

I'm looking to help where I can.

Grab 15 min on my calendar through my calendly link here.

<https://calendly.com/>

I look forward to catching up.

JUST NO...



VIABILITY
Action

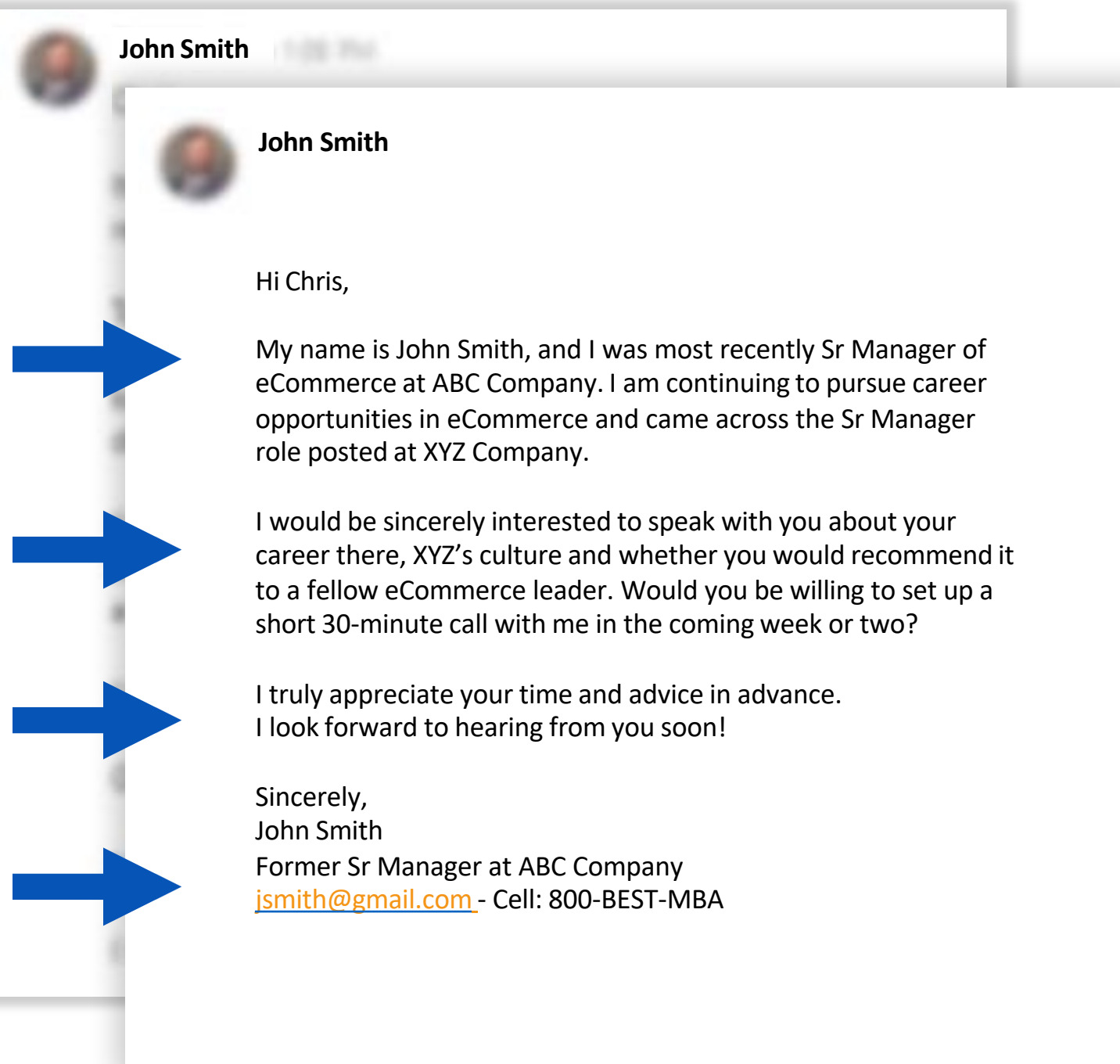
How to get better response rate

SHORT,
HONEST
INTRO +
AGENDA

ASK FOR
ADVICE
ONLY

THANK
THEM

DROP
THE MIC

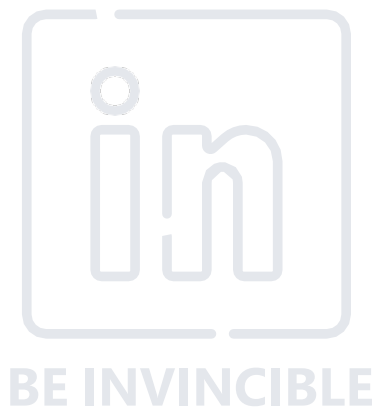


IF YOU HAVE REAL
COMMON GROUND
(i.e. ALUMNI, MUTUAL
CONNECTION, EVENT
ATTENDANCE ETC.),
WEAVE IT IN.



Continue increasing your visibility

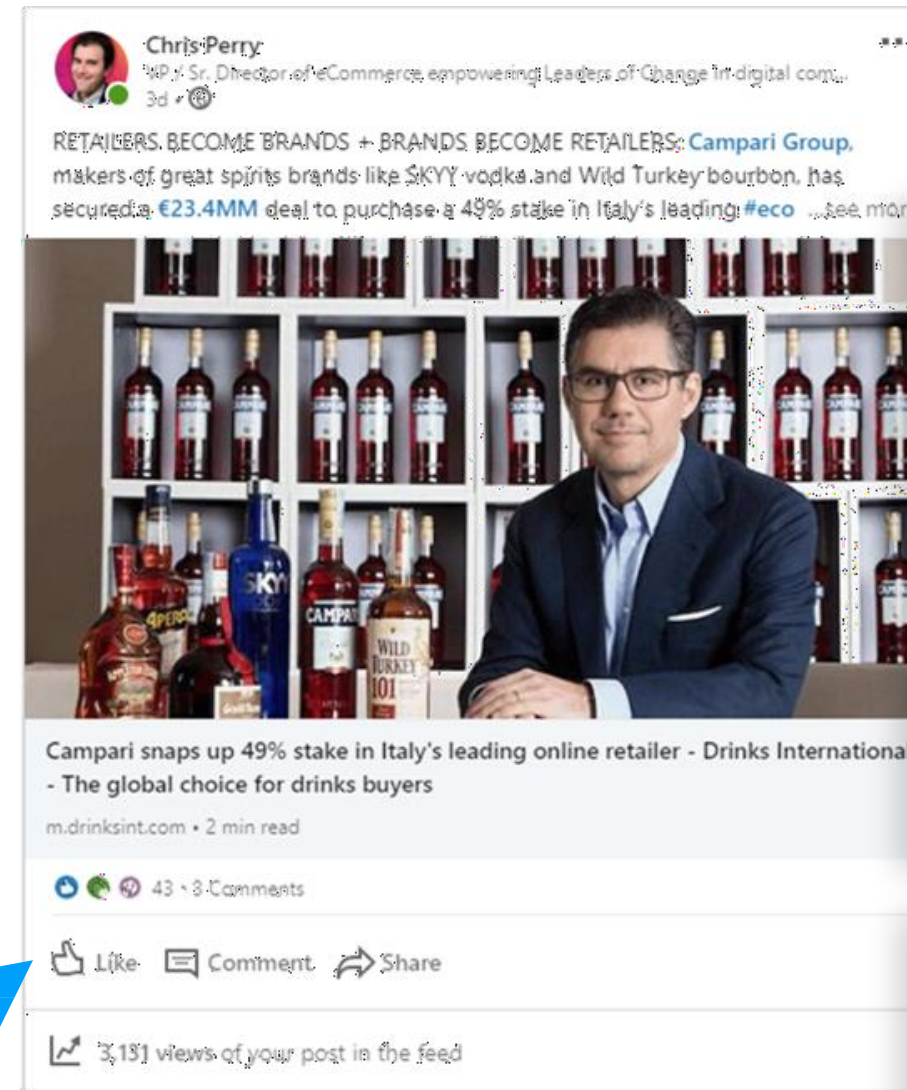
- **Profile SEO**
- **Profile Settings**
 - Privacy + Career Interests
- **Network Outreach**
 - Connections, Messages, InMails, Endorsements, Recommendations
- **Content Engagement**
 - Likes, Comments, Reshares
- **Content Creation**
 - Posts, Shares, Articles
- **Content SEO**
 - #Hashtags, @Mentions, Group Posts



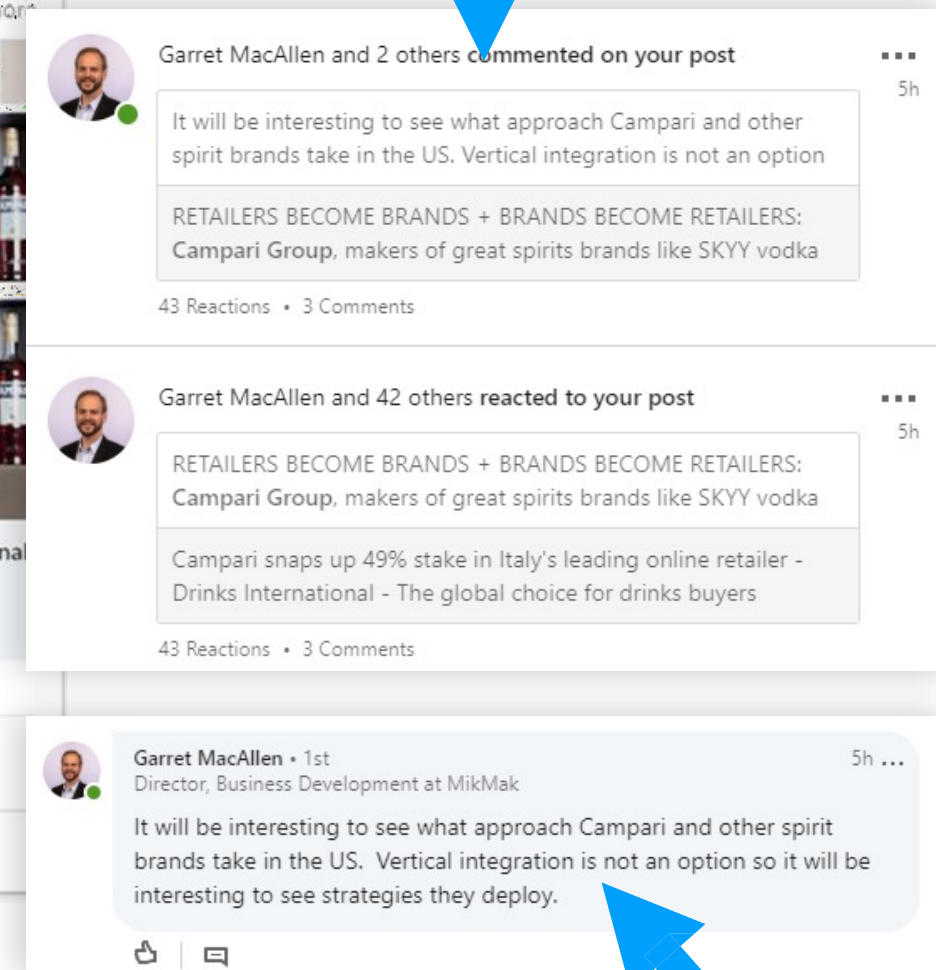


VISIBILITY
Awareness

**BOTH IN THE AUTHOR'S
NOTIFICATIONS...**



**A SIMPLE "LIKE" Or
COMMENT BOOSTS
YOUR VISIBILITY AND
CREDIBILITY**



**AND IN THE "LIKES" AND
COMMENTS VISIBLE TO READERS**



WHAT'S EVEN MORE
HUMBLING, VISIBLE AND
THOUGHT-LEADING?

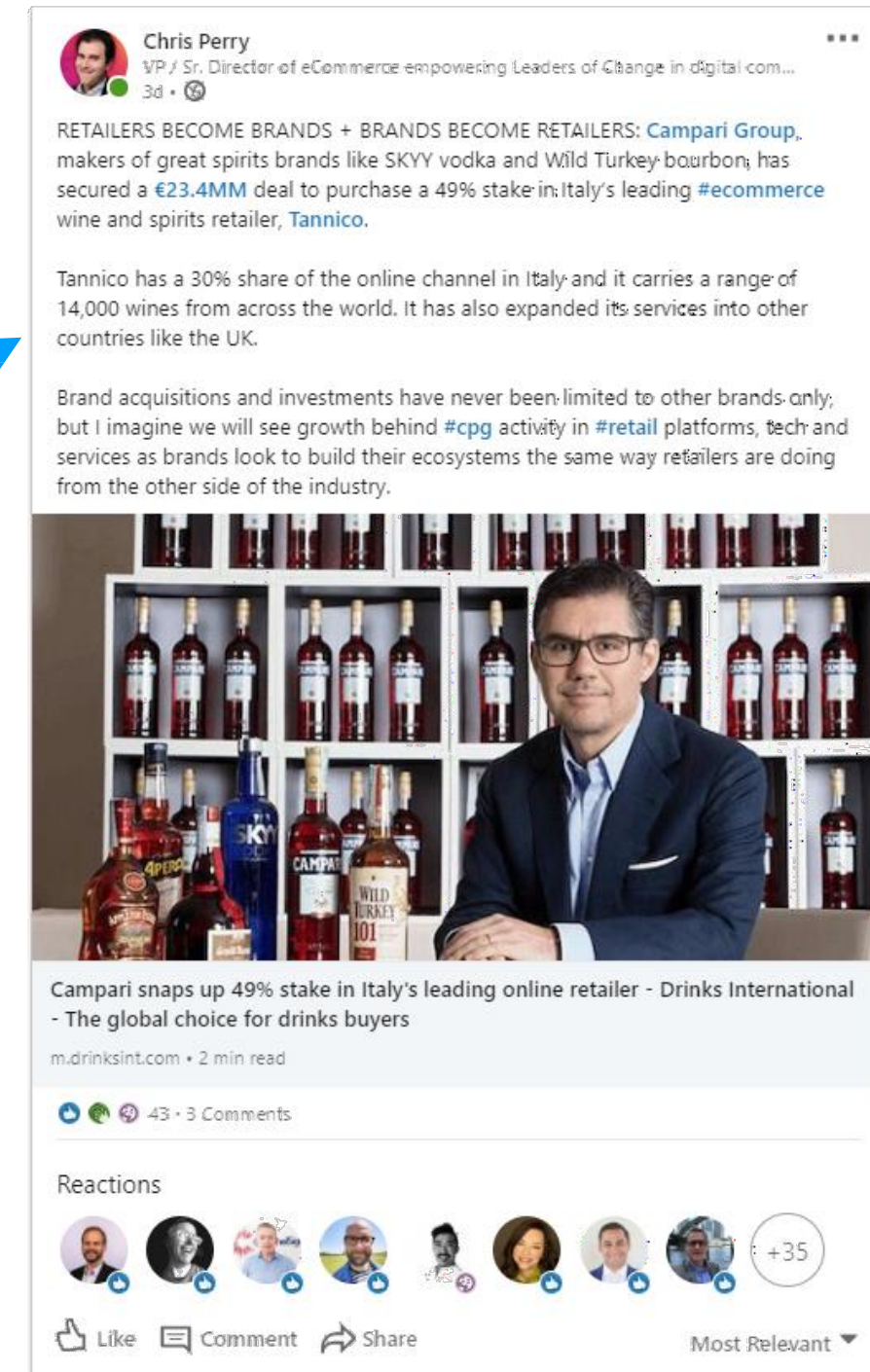
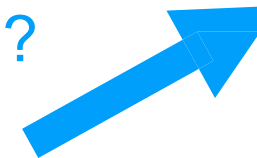
A VALUE-ADDED
RESHARE OF
SOMEONE'S POST
WITH POSITIVE
COMMENTARY
AND AN
@MENTION





WHAT'S THE
MOST VISIBLE AND
THOUGHT- LEADING?

SHARING AN
ARTICLE YOUFOUND
(OR WROTE) WITH
VALUE ADDED
COMMENTARY.



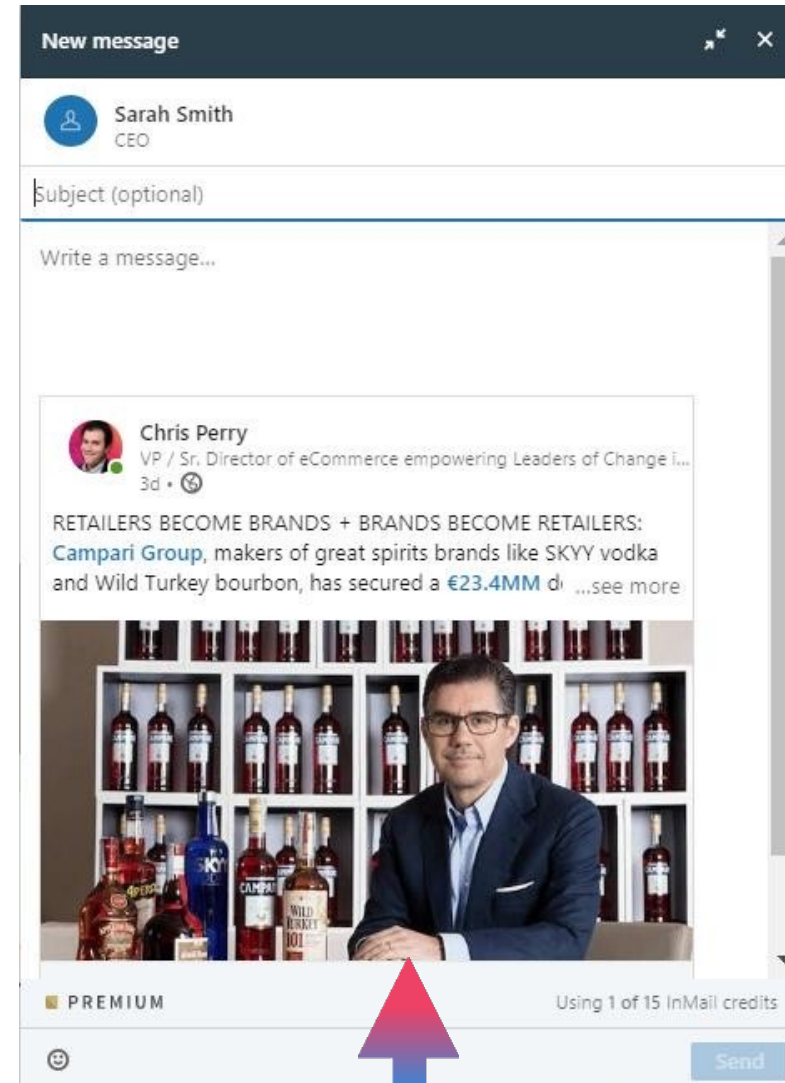
This is how it all comes together..



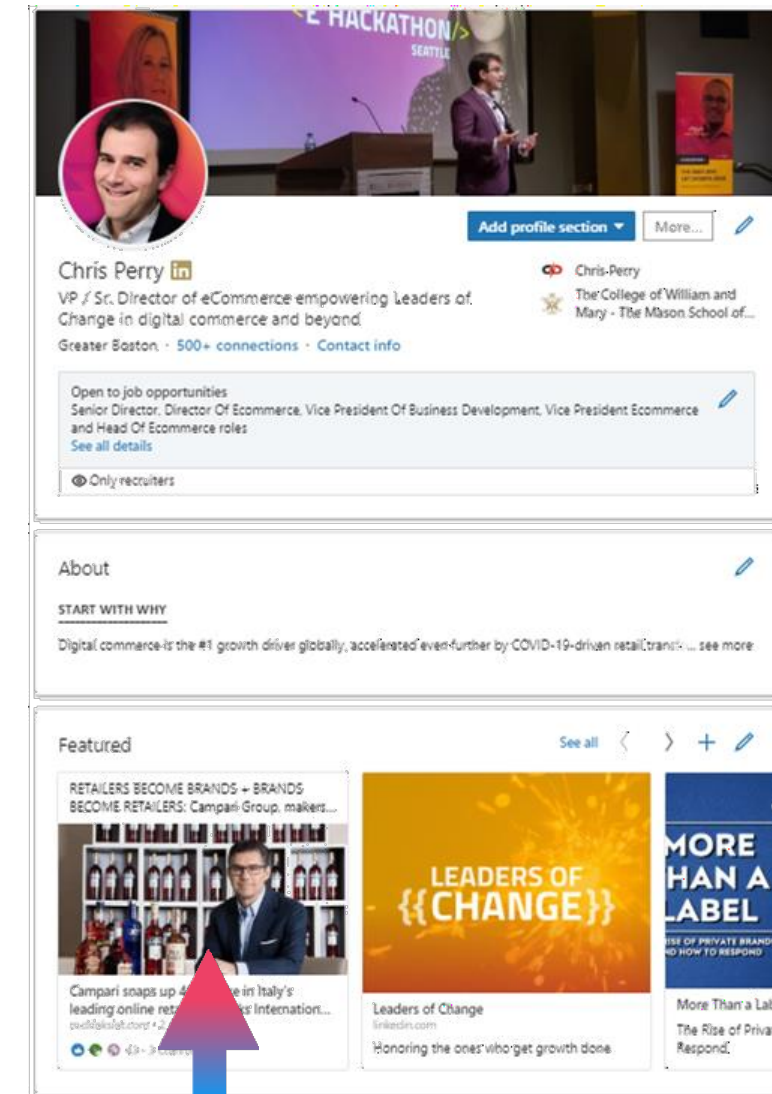
VISIBILITY
Awareness



CREDIBILITY
Consideration



**NOW, YOU CAN SEND IT
AS PART OF YOUR OUTREACH
(IF RELEVANT)**



**AND YOU CAN EVEN ADD IT
TO YOUR PROFILE
TO ADD CREDIBILITY**

This can be a funnel for fortune or “failure”

THE
POWER IS
YOURS!



VISIBILITY
Awareness

- **Profile SEO**
- **Profile Settings**
 - Privacy + Career Interests
- **Network Outreach**
 - Connections, Messages, InMails, Endorsements, Recommendations
- **Content Engagement**
 - Likes, Comments, Reshares
- **Content Creation**
 - Posts, Shares, Articles
- **Content SEO**
 - #Hashtags, @Mentions, Group Posts



CREDIBILITY
Consideration

- **Identity:**
 - Profile Photo, Header Banner, Headline, Summary
- **Credentials:**
 - Experience, Education, Sections, Skill Endorsements + Quizzes, Recommendations
- **Thought Leadership**
 - Media, Content Frequency, Depth, Consistency, Recency
- **Delivery**
 - Grammar, Quality, Tone & Message



VIABILITY
Action

- **Accessibility:**
 - Call-to-Action
 - Contact Information
- **Compatibility:**
 - Job Application Match, Skills Match, Seniority Match, Location Match
- **Outreach Strategy:**
 - Target Audience, Delivery, Centricity, Persistence
- **Premium Account:**
 - Analytics, Insights



BE INVINCIBLE

Agenda

slido.com



#ROI



STARTING NOW

12:20-12:35pm EDT

Networking 2.0



Oskar Kaszubski

CO-FOUNDER



UP NEXT

12:35-12:50pm EDT

The Newest Trends in Digital and E-commerce Recruiting



Joana Martins

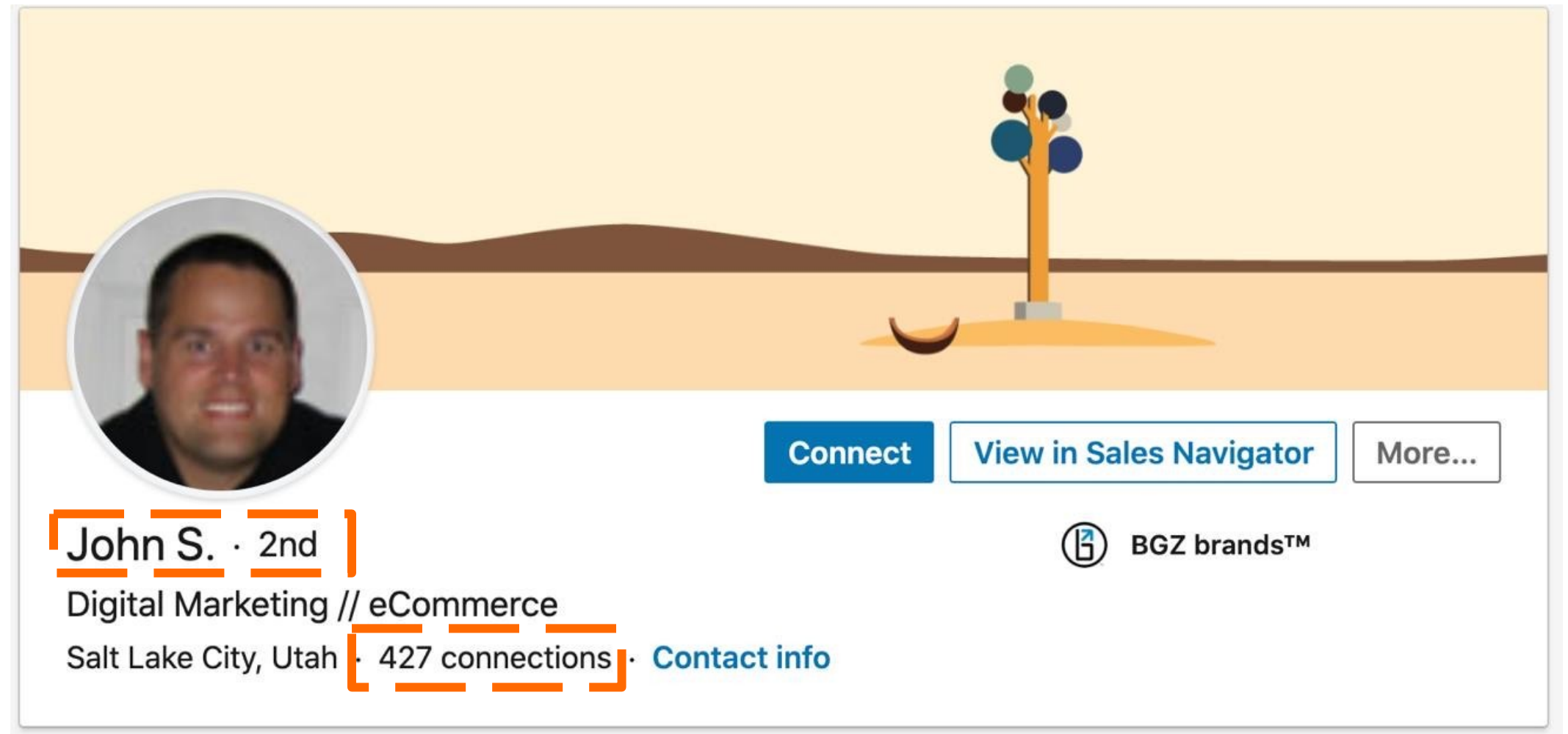


➤ 3 Basic Ground Rules



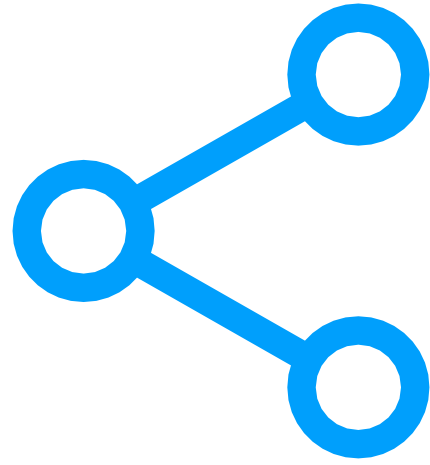
Findability

**You MUST be findable /
recognizable on the
internet in <4 seconds.**



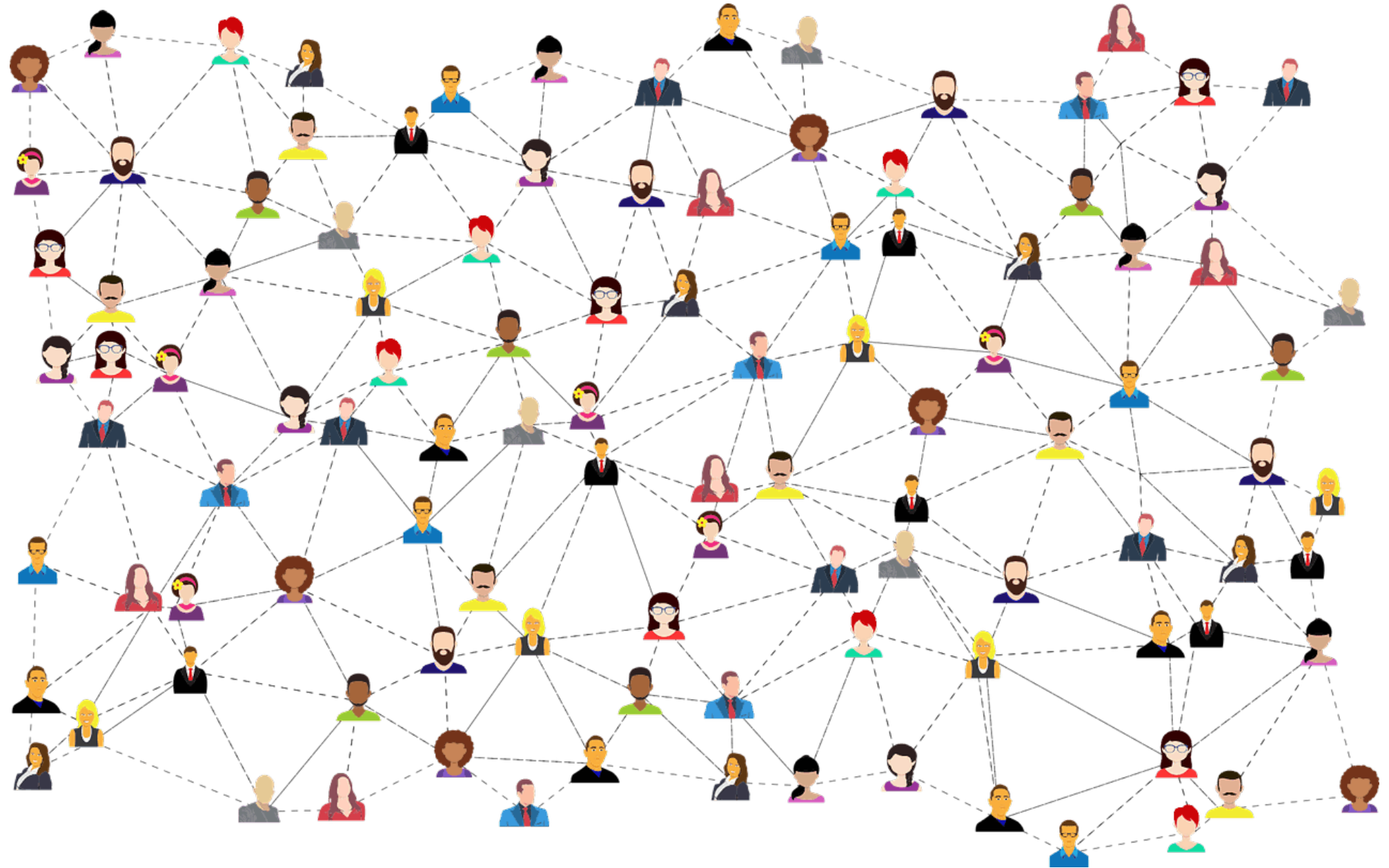
[linkedin.com/in/johnmarksmith/](https://www.linkedin.com/in/johnmarksmith/)

3 Basic Ground Rules



1→2

**One new person that you
meet should lead to
two introductions
to new people**



3 Basic Ground Rules



Joint Value Creation

When you meet someone new for the first time, start thinking not only how they can help you but how you can help them



Tom Falk
ex CEO
Kimberly-Clark

Don't underestimate the power of a simple "How are you?" and "I am just checking in on you"



**So how
do you play
the **game**?**

**Good news!
You've got lots of options.**

➤ Option #1

**Do
absolutely
nothing**



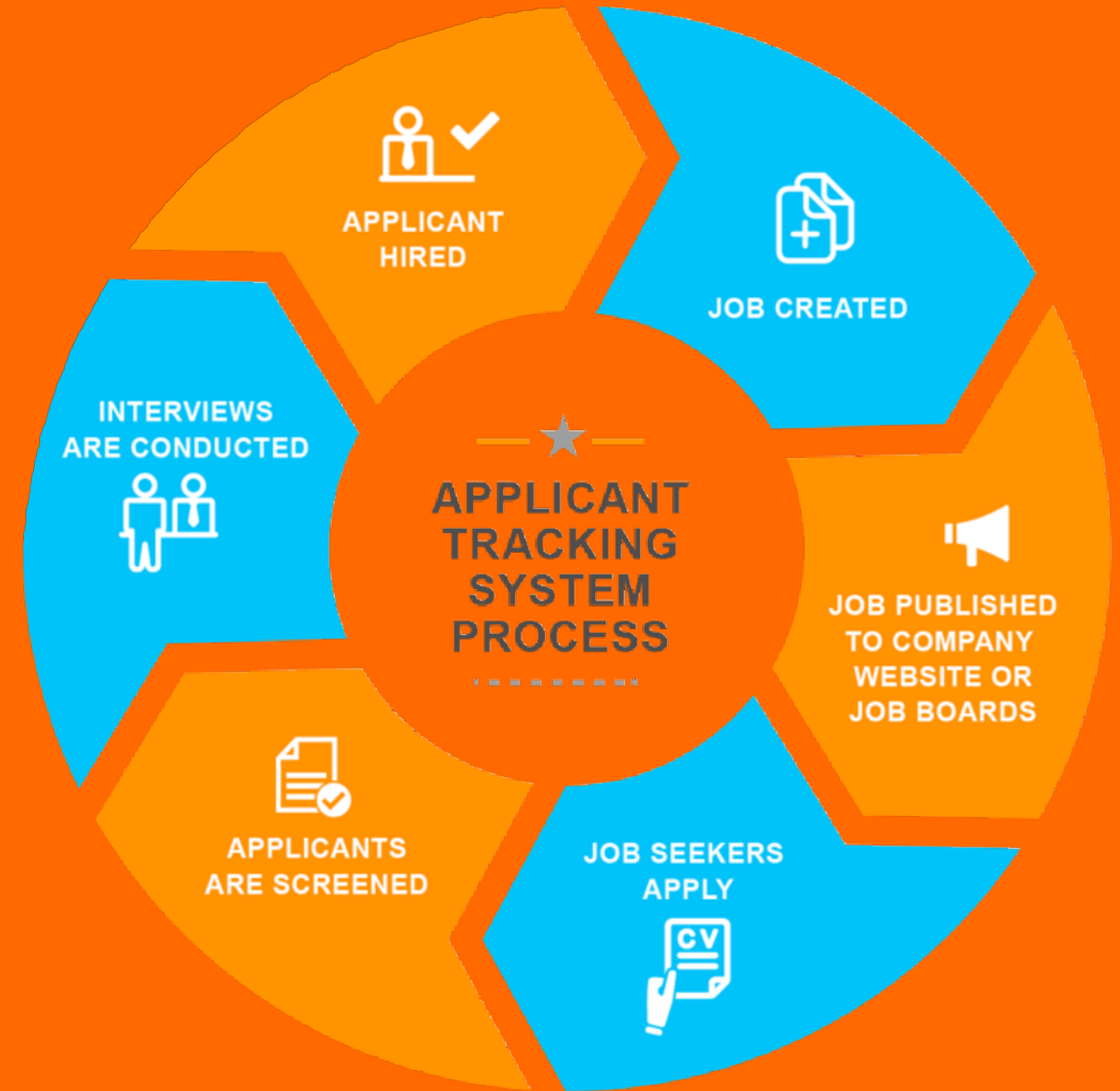
Option #2

Apply
for jobs



➤➤ Option #2

**If you do this...
don't forget ATS!**



➤ Option #2

Two ways to conquer ATS =



[jobscan.co](https://www.jobscan.co)

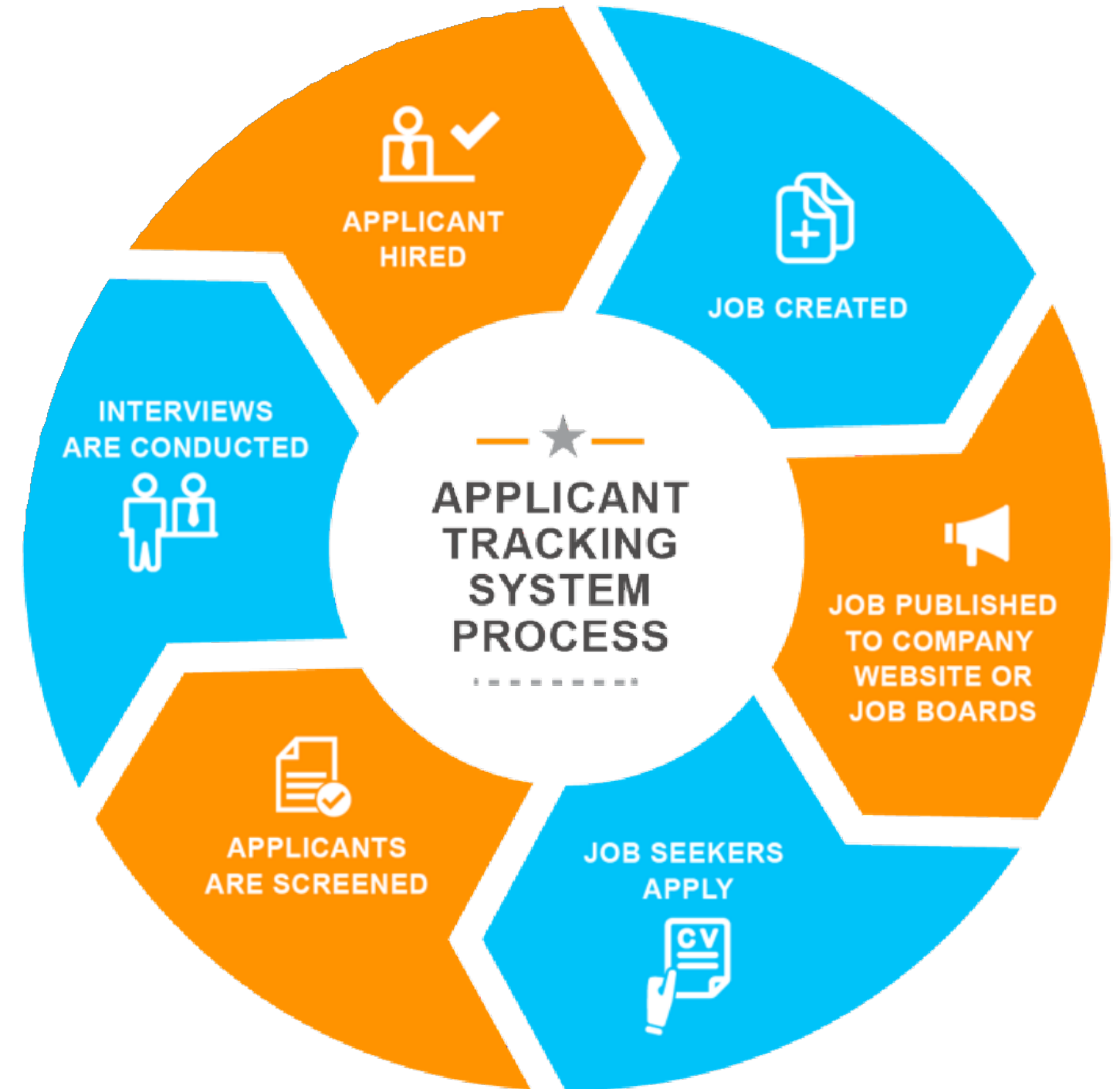
Cost: \$49.95




Resume writer


[linkedin.com/in/mbuckland/](https://www.linkedin.com/in/mbuckland/)

Cost: \$1000.00




➤ Option #2



 **The Coca-Cola Company**
Food & Beverages · Atlanta, GA · 5,181,676 followers

Refresh the world. Make a difference.

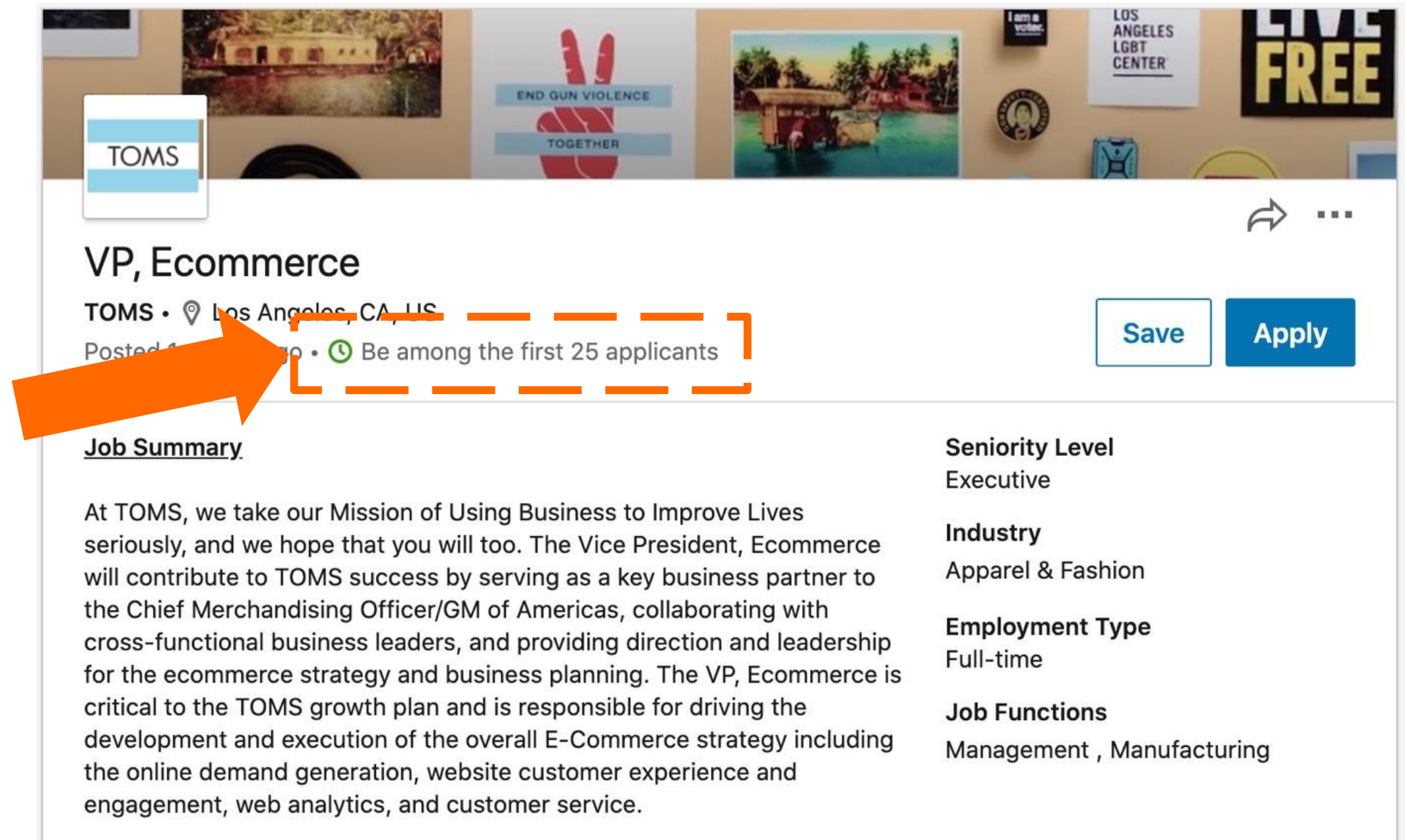
[+ Follow](#) [Visit website](#)

 **Beau & 30 other connections work here**
[See all 71,735 employees on LinkedIn →](#)

**Find the
right people!**

➤ Option #3

Beware of “dead” job postings which may have been reposted multiple times over months.



VP, Ecommerce
TOMS • Los Angeles, CA, US
Posted 1 day ago • Be among the first 25 applicants

Save **Apply**

Job Summary

At TOMS, we take our Mission of Using Business to Improve Lives seriously, and we hope that you will too. The Vice President, Ecommerce will contribute to TOMS success by serving as a key business partner to the Chief Merchandising Officer/GM of Americas, collaborating with cross-functional business leaders, and providing direction and leadership for the ecommerce strategy and business planning. The VP, Ecommerce is critical to the TOMS growth plan and is responsible for driving the development and execution of the overall E-Commerce strategy including the online demand generation, website customer experience and engagement, web analytics, and customer service.

Seniority Level
Executive

Industry
Apparel & Fashion

Employment Type
Full-time

Job Functions
Management , Manufacturing

Option #3

Take the “April Challenge”

- **5 new** networking connections per day
- **Online or Offline (post-COVID-19)**
- **Ask your existing colleagues for an introduction**
- **Follow the ground rule of networking 1 -> 2**
- **“April Challenge” creates accountability to yourself**




April Lake
ex Vice President,
Information
Technology
Coca-Cola

[linkedin.com/in/april-lake/](https://www.linkedin.com/in/april-lake/)




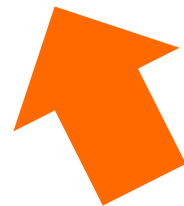
Option #3



Julie Hamilton · 3rd
Chief Commercial & Global Sales Officer
Greater Atlanta Area · 8 connections · [Contact info](#) [linkedin.com/in/julie-hamilton-538124134/](https://www.linkedin.com/in/julie-hamilton-538124134/)

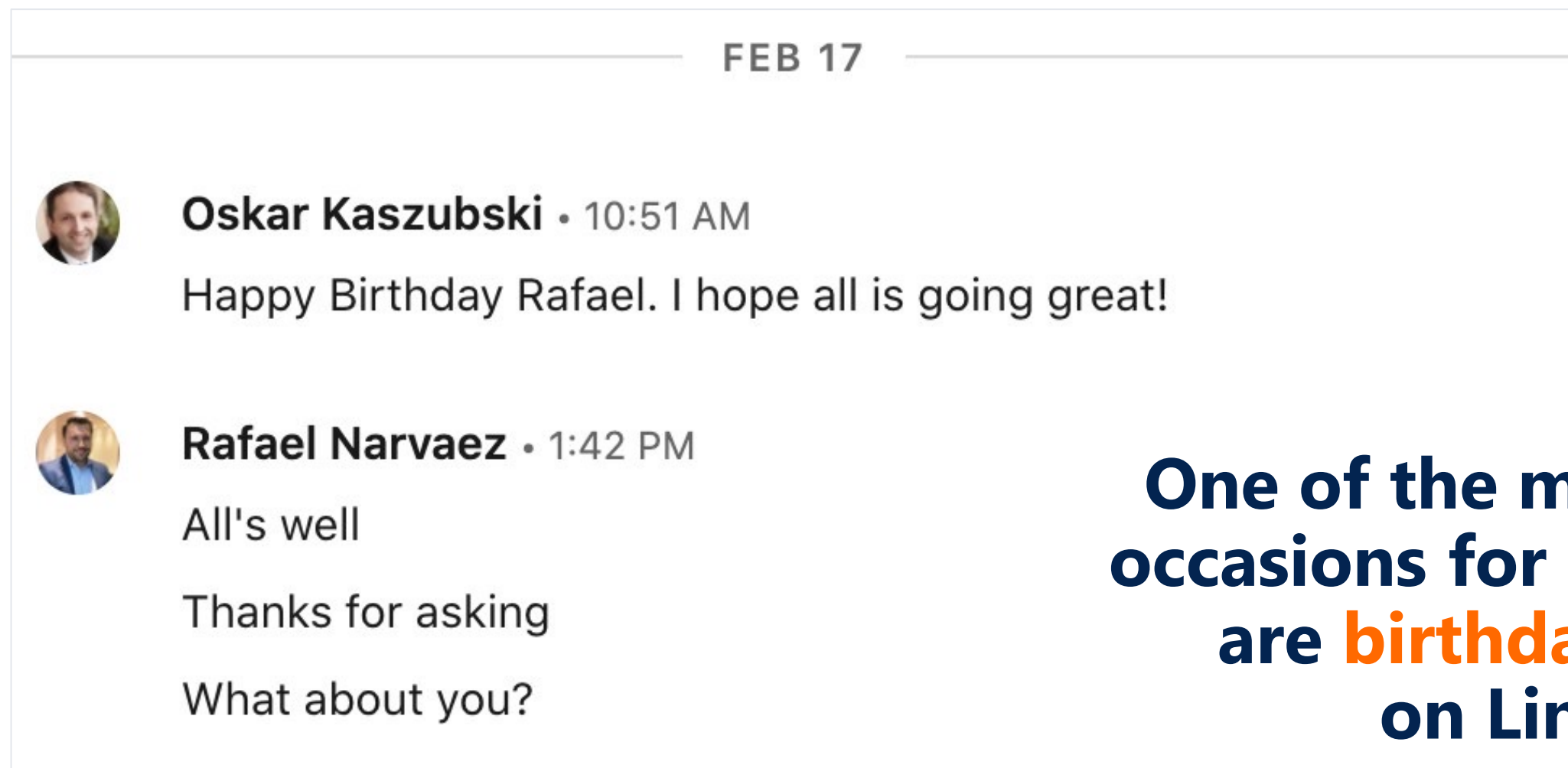
[Connect](#) [View in Sales Navigator](#) [More...](#)

 Diageo



Don't be deceived by LinkedIn!
Julie is a super networker in "real life"

Option #3



One of the most untapped occasions for outreach is the are **birthday reminder on LinkedIn.**

Use it to strike a conversation.

➤ Option #3

Great friends
don't have to
be LinkedIn



➤ Option #4

Pyramid Approach

- Recruiters can overestimate or underestimate how much an employee makes at a company
 - Lack of understanding of hiring bands across organizations
- Recruiters often call people for roles that are lateral or too low
- If you are Director, make friends with VPs so to be recommended for roles not for them
 - If you are Manager, make friends with Directors so to be recommended not for them



Option #5

Little Whispers

- Build your network based on companies and not individuals
- For every company out there always have 2-3 people that are willing to share information with you
- The updates you seek are:
 - Departures
 - Internal promotions
 - Internal job postings
 - Executive arrivals
 - Executive departures*

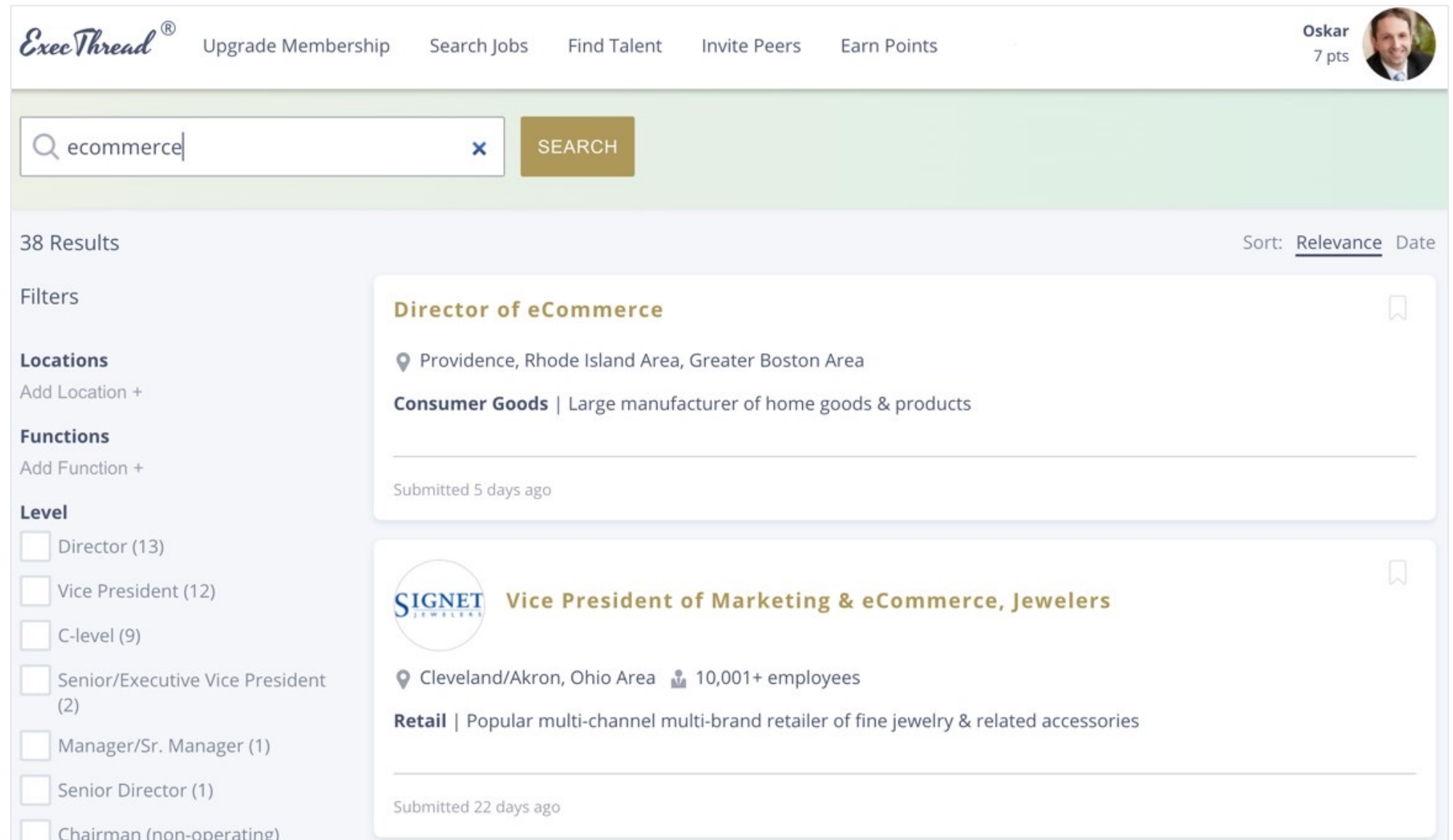
*Careful = this can be confidential information



Option #6

ExecThread.com

- Started by **Joe Meyer**
- Database of unposted job opportunities
- Recruiter calls a candidate, a candidate is not interested in the job, he or she uploads it to execthread.com
- Posting has a job description and a recruiter contact information
- **Cost:** \$20 per month or \$120 per year



The screenshot displays the ExecThread.com interface. At the top, the navigation bar includes the ExecThread logo, an 'Upgrade Membership' link, and buttons for 'Search Jobs', 'Find Talent', 'Invite Peers', and 'Earn Points'. A user profile for 'Oskar' with 7 points is visible in the top right. The search bar contains the text 'ecommerce' and a 'SEARCH' button. Below the search bar, it indicates '38 Results' and provides sorting options for 'Relevance' and 'Date'. On the left, there are filter sections for 'Locations' (with an 'Add Location +' button), 'Functions' (with an 'Add Function +' button), and 'Level'. The 'Level' section lists various roles with checkboxes and counts: Director (13), Vice President (12), C-level (9), Senior/Executive Vice President (2), Manager/Sr. Manager (1), Senior Director (1), and Chairman (non-operating). The main content area shows two job listings. The first listing is for a 'Director of eCommerce' at a 'Consumer Goods' company, located in the 'Providence, Rhode Island Area, Greater Boston Area', submitted 5 days ago. The second listing is for a 'Vice President of Marketing & eCommerce, Jewelers' at 'SIGNET JEWELERS', located in the 'Cleveland/Akron, Ohio Area' with 10,001+ employees, submitted 22 days ago.

[linkedin.com/in/joejmeyer/](https://www.linkedin.com/in/joejmeyer/)

Option #6

Lead5.com

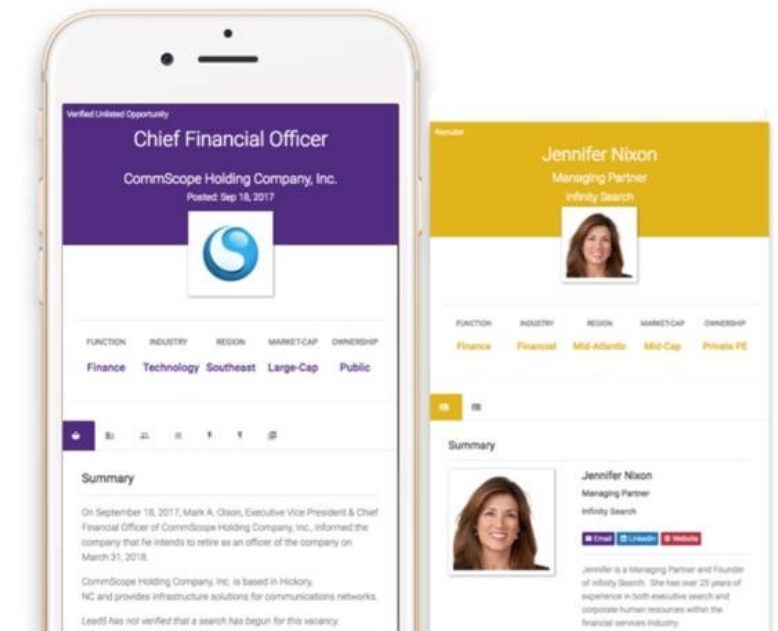
- Started by **Josh Wimberley**
- Ledger of potential opportunities by monitoring executive level departures
- Database of recruiters
- Database of Private Equity firms
- 35 employees / researchers
- **Cost:** \$19.95 per month or \$175 per year

Lead5 - The Executive Career Platform

Access hidden opportunities. Gain expert insights. Connect with peers.



Josh Wimberley, Lead5 CEO & Founder



[linkedin.com/in/joshua-wimberley-a04646/](https://www.linkedin.com/in/joshua-wimberley-a04646/)

Option #7

Full-Service Career Management Agencies

Typical process:

1. Branding
2. Positioning
3. Networking / Facilitated Introductions
4. Interviewing
5. Negotiations
6. Onboarding

They can help you across US and Europe Manager, Director, VP level

Good for industry career changes

Cost: from \$15K and percentage of first year salary to \$25K

Typical engagement 9-15 months



careerchange.com/



rialtoconsultancy.com/



Tomasz Lisewski

ex Chief Marketing and
eCommerce Officer

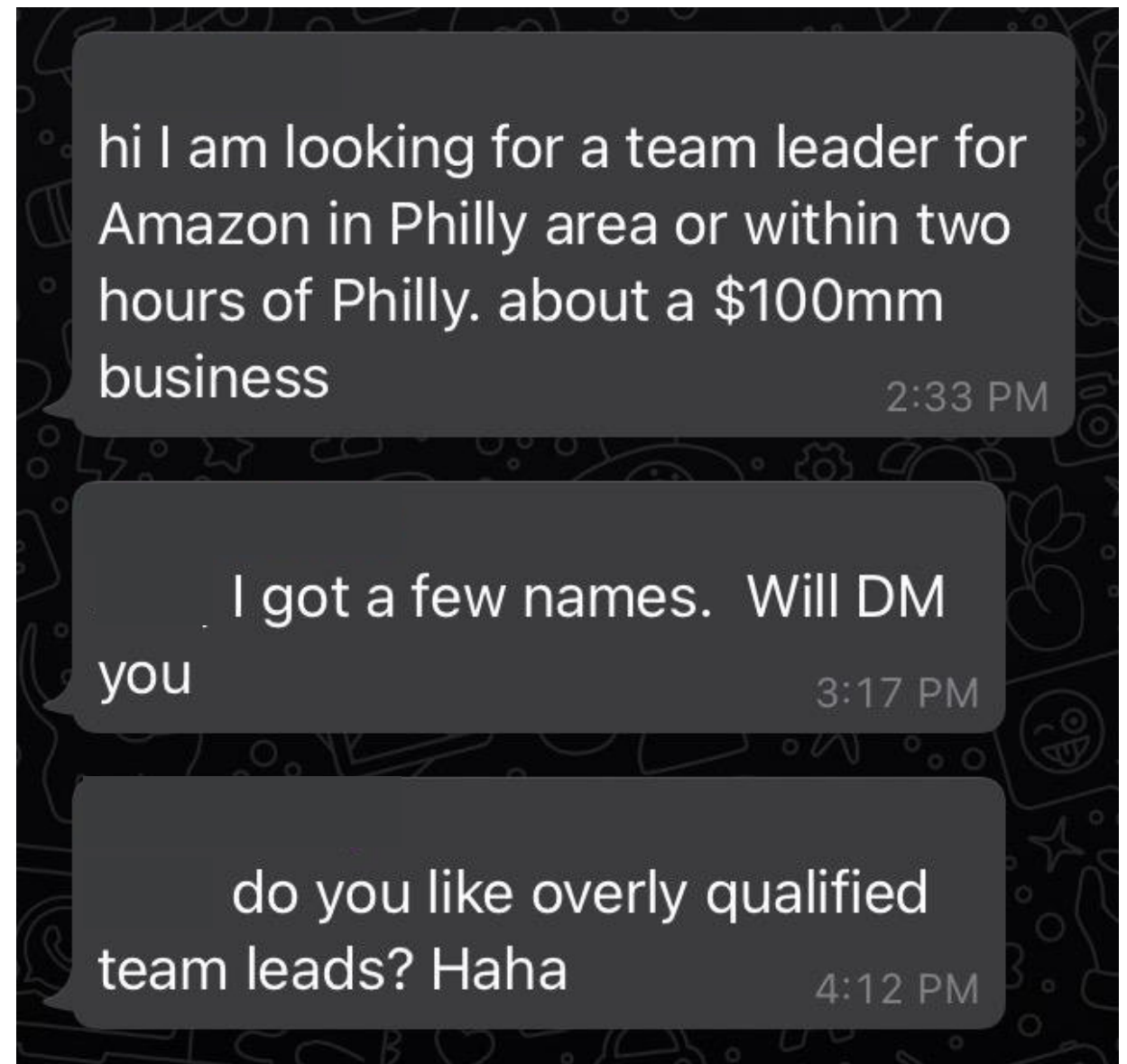
Philips now at Barrett Group

linkedin.com/in/tomasz-lisewski/

Option #8



- People struggle to get organized to take the initiative
- Build or join WhatsApp networking groups
- They are often source of great job opportunities
- Join our WhatsApp group #ROI (details to follow)





Option #9

email us



hire@firstmover.com

Agenda

slido.com



#ROI



STARTING NOW

12:35-12:50pm EDT

The Newest Trends in Digital and E-commerce Recruiting



Joana Martins

Managing Partner



GLOBAL
RECRUITERS™
SMYRNA

Agenda

slido.com



#ROI

Q&A

The Latest LinkedIn, Networking and Career Search Strategies



Liza Grigorchuk
Junior Business
Development Manager



Oskar Kaszubski
CGO, Co-Founder



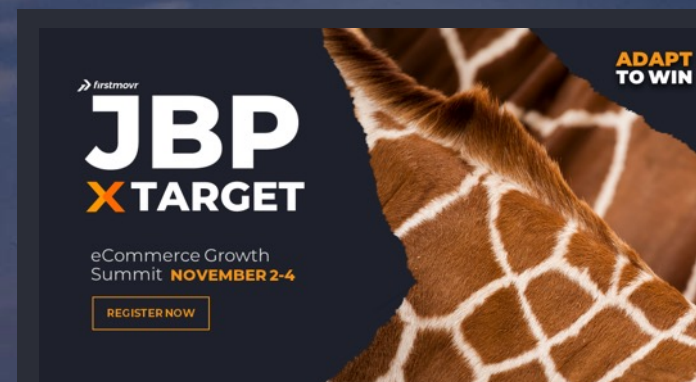
Joana Martins
Managing Partner



+ there's more to come!

Register for our upcoming
eCommerce summits!

firstmovr.com



Fortune favours the *first*

You've always been a first mover. Let's make it official.

Empower your entire organization
with custom training and
certification programs.

Chris Perry

CHIEF LEARNING OFFICER
chris@firstmovr.com



Oskar Kaszubski

CHIEF GROWTH OFFICER
oskar@firstmovr.com

