



## **Role: Pre-Sales Consultant [Asia, based in Hong Kong or Singapore]**

As an Epsilon International pre-sales consultant you will report to the Manager of Consulting for Asia Pacific. You will be a strong product and services advocate, responsible for the project management of customer engagements and helping the sales and account management teams to identify and win new opportunities. You will be a key member of the consulting team ensuring that customer expectations are met and achieving high levels of customer satisfaction through an intimate understanding of the abilities of the team, products and services

### Primary Responsibilities:

- Project Management/Lead for consulting engagements including deployments, strategic services, custom solutions engagements
- Assist in writing of customer business cases
- Build Statements of works (SOW)
- Customer/Prospect data analysis and modeling
- Customer/Prospect requirements capture
- Customer training
- Design custom solutions
- Sales Support
- Build and present product demonstrations
- Understand the product and services portfolio

### Requirements

- The position requires 5+ years experience in an similarly high-paced environment
- Proven technical or services project ability
- Strong written and verbal communications skills in English. Additional languages are a plus.
- Understanding of the analytics of direct marketing
- A demonstrated ability to build relationships and work effectively at all levels of an organization, including senior management.
- Knowledge of the traditional direct marketing industry – including its challenges and shortcomings
- Experience in the marketing services, interactive and/or technology industries are a big plus.

- A demonstrated ability to work effectively on a variety of projects concurrently – in a demanding environment under tight deadlines – with an eye toward detail and exceptional results.
- Not afraid to be hands on in every aspect of the role
- Ability to interface with contacts on disparate time zones across a global organization
- An appreciation of cultural differences across the Asia-Pacific region
- Flexibility to travel at short notice
- Able to have fun while working and to integrate into a truly multicultural organisation with a strong work ethic and drive to be number 1 in the interactive direct marketing services space

#### Skills

- Working knowledge of Microsoft project or similar PM tool
- Working knowledge of DREAMmail
- Database; SQL, Access, MSSQL, Oracle, Excel
- Knowledge of software development life cycle
- Experience in internet technologies including HTML, JavaScript, PHP, ASP
- Email server technologies SMTP/POP/IMAP
- DNS, TCP/IP
- Proficient in Microsoft office, Word, PowerPoint, etc.

#### About Epsilon International

Epsilon International (<http://www.epsilon.com/international/home.html>) is a leading provider of strategic, ROI-focused email communications solutions and marketing automation technologies. Through its combination of innovative technologies, professional services and vertical market expertise, Epsilon Interactive helps marketers acquire, grow and retain profitable customer relationships through highly relevant and personalized email communications. The company's end-to-end suite of industry-specific products and services includes scalable email campaign technology, delivery optimization, marketing automation tools, turnkey integration solutions, strategic consulting, and creative expertise to produce email programs that generate measurable results throughout the customer lifecycle.

Epsilon International is the international arm of Epsilon (<http://www.epsilon.com>), a leading provider of multi-channel marketing services, technologies and database solutions and has developed successful email programs for hundreds of companies, including Expedia, Northwest Airlines and The Washington Post/Newsweek Interactive.

Epsilon is an Alliance Data company with principle offices in Boston, Dallas, New York, St. Louis and Washington, D.C.

In the Asia Pacific region Epsilon international was created through the acquisition of the DoubleClick Email Solutions Business Unit in April 2006, and maintains offices in Beijing,

Guangzhou, Hong Kong, Shanghai, Singapore, Sydney with partnerships and resellers in India and Japan.

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