

## **Position: Chief Marketing Officer & Business developer**

Where: Bordeaux (center), then potentially in the USA

When: As soon as possible

### Mission :

Your mission will consist of setting or improving the marketing, sales and communication strategy. You will also prepare the landing of Addinsoft in North America by the beginning of 2019. You are passionate about marketing, have a strong taste for quantitative approaches and would like to improve your skills while letting your creative skills express themselves. Impossible or defeat do not belong to your vocabulary. Able to work very hard, you are able to find the way through. You like traveling, love to communicate, and are able to change yourself to a sales person when necessary.

### Expected outcomes:

1. Increase sales growth in Q4 by 25% thanks to marketing actions, including marketing automation
2. Increase customer knowledge by developing appropriate KPIs and strategies to acquire the necessary information
3. Improve the conversion rate from downloads to sales
4. Prepare the landing of Addinsoft in the USA

### Competences:

- English bilingual or native
- Honesty, Work ethic, Listening skills, Teamwork
- Organization&planning, Intelligence, Analytical skills, Attention to detail
- Proactivity, Adaptability, Strategic thinking/visioning, Creativity, Enthusiasm, Communication

### About Addinsoft:

Addinsoft is the editor of XLSTAT, a statistics and machine learning software that runs within MS Excel. Our company works with the biggest names in the industry, academic research centers and government agencies, and counts over 100,000 identified users, spread across more than 100 countries. After 10 years of solid linear growth, Addinsoft is setting the path for an exponential growth. Join our dynamic and enthusiastic team to be part of the story!

Application: Please send your CV and cover letter to [rh@xlstat.com](mailto:rh@xlstat.com) mentioning the position in the subject of your email.