



dacadoo is a successful and fast-growing software services company with headquarters in Zurich as well as offices in North America, Japan, and Australia. The company operates worldwide and promotes digital transformation in health and wellbeing with its lifestyle solutions - currently with a focus on life and health insurance, banking, and retail. Our goal is to strengthen health and wellbeing through active consumer engagement and smart use of our technology.

To grow our APAC team, we are looking for an experienced and business-driven 'Senior Manager - Consumer Engagement & Client Success APAC' to assist our prospects and clients to extract the most business value from our award-winning Digital Health Engagement Platform - short-/mid-/long-term. This is an APAC role, based in Sydney, which will require some travelling internationally probably 4-6 times per year. The role reports to the Senior Vice President Asia-Pacific and is vital to the success of dacadoo in APAC.

Senior Manager - Engagement & Client Success APAC

Your Role

- Consumer Engagement (how to successfully engage to prompt actions and to create stickiness)
- Monetization (how to derive marketing and business value from those relationships)
- Be a catalyst and advocate (teach, share, inspire, support - not do) for consumer engagement and engagement marketing
- Support with consumer engagement expertise in the dacadoo sales process
- Lead and maintain the relationships with marketing, engagement, analytics, products, and other client functions directly affecting client outcomes
- Collaborate with the client services lead/owner for the dacadoo health and wellbeing services
- Provide ideas, best-practice/client experience, and tools for the planning, execution, and the management of consumer engagement/marketing engagement – pre- and post-sales
- Provide ideas and best-practice for implementation of monetization strategies converting the engagement and the stickiness into business outcomes
- Contribute internally to discussions and development of frameworks/tools/processes, and marketing and products
- Develop use cases and success stories
- Liaise with dacadoo partners

Your Profile

- Experience in digital consumer marketing
- Experience in marketing engagement with CTA

- Experience Business and/or marketing strategy consulting
- Strong client focus
- Basic financial understanding
- 6-8 years of relevant experience
- Be dynamic yet grounded
- Be tenacious yet patient
- Can travel unrestricted internationally
- Asian experience and language (desired)
- Health & wellbeing knowledge or interest (desired)
- Financial Services background (desired)

What we offer

- Opportunity to work from home
- Open corporate culture with a lot of personal responsibility
- Solid fixed salary, performance bonus with potential
- A team that cares about and supports each other and likes to have fun!
- Opportunity to work on a cutting edge, market recognized digital health engagement product suite

Pius Hefti, HR Manager looks forward to receiving your complete application to careers@dacadoo.com