



Chapter Lead (f/m/d) - B2B Customer Value Management

Vienna | asap | Fulltime | unlimited

We are Magenta

Magenta Telekom is a leading provider of internet, mobile communications, entertainment and business solutions in Austria. The company counts around 2,200 employees and is part of the Deutsche Telekom Group.

The B2B Value Management and Analytics Tribe is the driving force to make Magenta B2B truly customer centric: building foundations that enable customer centricity, leading initiatives to grow customer lifetime value and enabling the business to become data driven by customer insights and advanced analytics

- Lead and develop a high performing team of Customer Value Management specialists, driving expertise, engagement and professional growth
 - Define and implement B2B Customer Value Management strategies that maximize Customer Lifetime Value and business performance
 - Establish measurement frameworks and monitor incremental value, Customer Lifetime Value and campaign effectiveness
 - Align customer value initiatives with commercial objectives through close collaboration with data teams, Tribe Leads and Product Owners
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- Can you lead, coach and develop employees while fostering a high performing, collaborative and growth oriented team culture?
 - Do you bring several years of professional experience in Customer Value Management, CRM, Marketing, Analytics or a comparable commercial environment,

combined with initial leadership experience?

- Do you have deep expertise in CRM and base management concepts, including lifecycle management, retention and upsell/cross sell strategies, and know how to translate data insights into business value?
- Are you skilled in stakeholder management and confident in collaborating across agile, cross functional teams to align customer value initiatives with business objectives?
- Do you combine a strategic and commercial mindset with excellent communication skills, adaptability and the ability to present compelling stories and recommendations to diverse audiences?

At Magenta, we believe in diverse employees and live equal opportunities. We welcome all applications regardless of cultural and social background, age, gender, nationality, religion, disability or sexual orientation. Magenta connects all people.



„Kunde ist König“
ist unser
Versprechen.



Wir wollen
gemeinsam
gewinnen.



Du kannst
dich auf mich
verlassen.



Wir dürfen das
und machen's
einfach.



Kein Bullshit Bingo -
wir sagen was
Sache ist.



Wir nehmen's
mit
Humor.

I ♥ Magenta

That sounds good to you?
THEN WE MIGHT BE THE RIGHT ONES FOR YOU.



Employee assistance
services



Learning offers



Homeoffice



Company pension plan



Flexible working hours



Canteen on site



Childcare



Benefits

We are Magenta, you too?



Andre Pulec

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According to the collective agreement for the telecommunications industry, this position carries a minimum gross monthly salary of € 4.710,39,- based on full-time employment (38.5 hours per week). We will discuss your actual salary with you in person, taking into account your individual qualifications and professional experience. You can expect an attractive offer that exceeds the minimum stipulated by the agreement.

You want to find out more about us? Get a glimpse of our **Magenta World**.

Apply now!