



**Vice President of Lead Generation and Sales at FiLife
(reports to the President)**

Major Duties & Responsibilities:

- Responsible for overseeing and managing lead generation partnerships and sales activities.
- Responsible for devising pricing strategy and site inventory valuation.
- Direct client interface to sell, implement, and optimize partner results.
- Help develop and deploy new products to facilitate lead generation capabilities.
- Serve as a member of the site's executive team.

Skills / Knowledge Requirements:

- Experience in marketing, lead generation, rich media/advertising technologies.
- Strong strategic and creative problem-solving and decision-making skills.
- Strong communication and client relationship skills.
- Ability to publicly present ideas and share information.
- Ability to establish and maintain effective working relationships with managers, employees, external clients and 3rd party vendors.
- Ability to implement and manage advertising campaigns across a variety of tech platforms.
- Strong leadership skills and ability to work as part of a team.
- Ability to lead projects, drive team progress and take ownership of complex efforts; familiarity with project management procedures and methodology.
- Experience in a startup environment a plus.
- Knowledge of financial products and services a plus.

About FiLife

IAC and Dow Jones have announced their intention to build a new online destination for personal finance which is expected to launch in June 2008. The site uses an application to deliver highly personalized content and offers to users. The venture is headed by Dave Kansas and is located in NYC.

IAC was recently recognized by Fortune Magazine as the most admired company in the Internet Services and Retailing Industry for 2007.

Benefits:

IAC Employees are: smart & curious, customer focused, open & transparent, bold & ambitious, passionately engaged and committed to IAC as One Company. To support our employees, we offer a generous range of benefits including:

- Subsidized Healthcare for you & your family
- 401k Plan
- Life Insurance
- Pet Insurance
- IAC Treats Program (significant discounts on products & services offered by IAC Businesses & other well known on-line retailers).