



## easyDNS Technologies Inc.

At easyDNS we are entering the next phase of our business evolution and need to build a strong senior management team to facilitate our growth strategy and strengthen our infrastructure.

The 2 new exciting roles we are seeking to fill are:

- Director of Marketing & Customer Acquisition
- Director of IT Development

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### ***Organization Overview:***

easyDNS Technologies Inc. was founded in 1998 as one of the first “pure play” outsourced DNS management companies in existence.

What is DNS? In analogous terms DNS is the dial tone of the internet. Nothing happens without it.

Starting with little more than an idea 7 years ago; we created a niche which was overlooked. Conventional thinking of the time was that it was impossible for a company to extract revenues from the domain space, especially in light of the monopoly landscape. However, we did just that and we did it, profitably.

Our future is strong. easyDNS will become a first tier domain registrar in Canada, the number one outsourced DNS company in the world within 3 years and will be on the forefront of the convergence between IP Telephony and Internet Addressing.

### **Key business factors:**

- In business for 7 years
- Privately held
- One principal
- VC Partners
- Principal operates as President & CEO
- Growth-oriented
- All growth to date has been organic
- Current staff of 14 professionals
- Office located downtown in Toronto
- Customers serviced across the globe



***Director of Marketing & Customer Acquisition Overview:***

The Director of Marketing and Customer Acquisition will be responsible for the creation and management of the Company's marketing initiatives both online and offline and assume overall responsibility for customer acquisition programs. The candidate will also work closely with the President in the definition and specification of new products and services, including pricing strategies.

The individual must be able to work at a strategic level and contribute strongly to the vision and planning of the company in conjunction with the President. In this position the candidate will take over management of existing Pay-Per-Click campaigns and undertake new initiatives within the framework outlined.

This role requires a high energy candidate that thrives in a fast paced environment with high demands and expectations. It will suit an ambitious candidate who brings a minimum of 5 years of internet marketing management experience and who has proven experience in internet based volume consumer marketing. Also required are:

- Strong communication skills (listening, verbal and written)
- Business acumen
- Results-orientation, a "doer"
- Customer Focus
- Excellent people skills
- Proven negotiation abilities
- Collaborative, inclusive management style
- Bachelors Degree in Business (major in Marketing) or equivalent experience



***Director of IT Development Overview:***

The Director of IT will be responsible for directing all development efforts of the Company including the maintenance of existing systems and the development of new applications, testing and quality assurance. The environment consists primarily of server-side applications in a Linux environment using PHP, perl, MySQL and Apache.

The candidate will oversee and co-ordinate two developers and one webmaster and may from time to time oversee and manage outsourced contractors. In addition, the candidate sought is “hands on”, able to directly participate in the development and implementation process.

The qualified candidate will have:

- Proven hands-on ability to lead a progressive IT function
- 5-8 years of related experience
- Ability to manage multiple concurrent projects and deliver them on schedule
- Analytical and problem solving skills
- Bachelors Degree in Computer Science or related experience
- Experience in applications design and implementation
- Expert level programming skills in a PHP/SQL environment
- Knowledge of Apache web servers, TCP/IP and DNS

Interested candidates may forward a cover letter and resume to:

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