

Simon Baxter

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### **Personal Statement**

I am an enthusiastic e-commerce professional, passionate about e-business and Web Analytics. I am always keen to make a difference and experiment with new technologies that can drive sales and improve productivity. My expertise includes proficient use of web analytics tools (like ClickTracks), focusing on the details, and understanding people.

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### **Employment**

2005 – Present

#### **Senior Web Analytics Manager, Global Trading Inc.**

(10,000 or more employees; Computer Hardware trader)

- Ongoing review of Web Analytics software.
- Monitoring sales trends and market behaviour.
- Line manager for 3 teams within Web Analytics department, managing a staff of 145.
- Production of quarterly sales forecasts.
- Implement introduction of new Web Analytics software.

1999-2005

#### **Online Sales Manager, Big Stationery Co.**

(Retail industry company, 2,500 employees)

- Line manager for a team of 15 representatives dedicated to optimizing online sales.
- Constant review of online accounts system and e-billing. Lead research into more efficient software to boost online sales and improve customer experience of the functionality of the website.

1995-1999

#### **e-Commerce Finance Manager, Big Stationery Co.**

- Generation of ideas as member of Group Strategy Team.
- Preparing budget and rolling forecast for several Central Purchasing and Design & Production Cost Centres.
- Monthly review and analysis of variances.
- Production of Key Performance Indicators.

1994-1995

#### **Management Accountant, Computing Ltd**

(Computer hardware firm, 5000-10,000 employees)

- Preparing and delivering monthly Group supplies and equipment report to the board (in Italian in Rome).
- Chairing the monthly Credit Action Team workshop.
- Standard accounting procedures: for example, filing Tax Return for company, maintaining profit and loss account.
- Rationalization of IT maintenance cost reports.

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### **Education**

1993-1994 University of Coventry (MSc E-commerce)

1990-1993 University of Nottingham (BSc Jt Hons (2:1) Computer Science and Management Studies)