

Web3 & Immersive Experience Consulting Director EMEA –Paris, France.

As part of EPAM's Web3 & Immersive Continuum Consulting Group, we're helping redefine what is possible for our clients, ourselves and the world. Our vision is one that is built on human experience—and we see connected ecosystems and platforms, leveraging Web3, AI, Gaming and Immersive experience as a continuum, a spectrum of digitally enhanced realms, realities, and business models. It's a new medium for next generation commerce, experience and community and we're looking for innovative pioneers to help us bring our vision to life responsibly, generating sustainable and diverse value in the short and long term. We're a passionate global group of business strategists, creatives, architects, engineers, innovators, and entrepreneurs—and we work with pioneering ecosystem partners, forward-thinking regulators and industry influencers who are collectively ushering in the next evolution of how we engage and interact with the world. Alongside Alphabet and Meta, we are one of only four businesses named in Forbes' annual list of the 25 fastest growing tech companies every year since 2013. EPAM is committed to having a positive impact on our customers, our employees, and our communities. We embrace a dynamic and inclusive culture. Here you will collaborate with multi-national teams, contribute to a myriad of innovative projects that deliver the most creative and cutting-edge solutions, and have an opportunity to continuously learn and grow. No matter where you are located, you will join a dedicated, creative, and diverse community that will help you discover your fullest potential.

DESCRIPTION

EPAM is looking for an entrepreneurial Web3 & Immersive Consulting Director to join our team and take ownership of one or more of our Web3 & Immersive propositions across industries such as CPG & Retail ranging from grocery, sport, fashion and luxury retail. You will be accountable for the growth of these propositions, working with our Global Head of Web3 & Immersive to define the offering, hire a team, sell to clients and ensure high quality delivery.

YOUR OPPORTUNITY

Do you thrive on developing creative and innovative insights to solve complex challenges? Want to work on next-generation, cutting-edge products and services that deliver outstanding value and that are global in vision and scope? Work with other experts in your field? Work for a world-class organization that provides an exceptional career experience with an inclusive and collaborative culture?

Want to make an impact that matters? Consider EPAM's Web3 & Immersive practice.

In our Web3 & Immersive practice we make an impact by creating cutting-edge market-ready services and solutions for our enterprise customers. We offer pioneering technology and methodology practices that reshape our environments, businesses, and connect people in fresh and exciting ways.

We are on the cusp of a tectonic shift in consumer behaviour from Web 2.0 to Web 3.0. We believe that as Web 3.0 grows, brands will progressively shift their attention

towards it and try to become a key part of the new creator economy. That is where our practice comes in, we exist to redefine brand, customer and user experiences through brand storytelling and immersive experiences, fuelling next generation commerce within communities.

At EPAM we have the consulting, creative and engineering skills to deliver brand experiences but we are looking for a creative storyteller and strategist to bring the proposition to life.

In this role you will be preparing and presenting killer strategies for next generation commerce. Some will be brilliant in their simplicity. Others could involve the pitching of a full 3D world where consumers can enter an immersive experience with authentic brand placements. Anything is possible and we want a candidate who is comfortable with ambiguity and able to make the complicated sound simple and amazing at the same time.

WHAT YOU'LL DO

Our world is being driven by digital and at EPAM we are at the heart of it. At EPAM you would use your expertise and Web3 & Immersive consulting skillset to help C-level executives and their teams solve their most pressing challenges and think about how digital and technology will change the shape of their business.

As a Strategy and Business Consultant, you will be given end-to-end responsibility for the larger and more complex “Web3 & Immersive modules, and support our enterprise clients to frame the Web3 opportunity and ultimately define and develop their winning Web3 and Immersive strategies. . You’ll work closely with clients to understand their objectives, priorities and create strategies for change, win buy-in for your recommendations, and collaborate with fellow EPAM-ers to transform client potential into performance and best-in-class case studies.

THE WORK

You will often be:

Leading the creation of global thought leadership around Web3, digital twin technologies, tokenization, AI, Gaming, AR, VR, Spatial Commerce, smart contracts, and more.

Advising our clients on all things Web3, AI, Gaming & Immersive, from education to ideation to implementation. You will help EPAM be the trusted advisor for our client s C suite.

Incubating new business value for our clients around Web3, AI, Gaming and Immersive. You will help clients transform through technology by shaping, leading, and implementing strategic assessments and technology solutions.

Serving our clients on their digital transformation and innovation journey’s. Starting with contributing to and utilizing thought leadership to outline the market, to concepting, to helping show the value. You will then support the creation of the approach and assist in delivering measurable business value.

Scanning the world of tokenization to identify and build relationships with

differentiating partners for and or solutions to bring to our clients. Fortifying EPAM's Web3 & Immersive practice and market position by developing winning strategies for our enterprise customers taking part in professional forums, both internal and external.

A broad skillset and passion for digital & technology is important. As part of our digitally focused consulting team, you would work on the future of Web3 and Immersive, applying generalist consulting skills to strategic digital, creative and technology questions.

YOUR ROLE

Your daily responsibilities will include:

- Bringing a strategic mindset and structured approach to the next iteration of the Web, called Web3 and Immersive Experiences, motivated by intellectual curiosity
- Proactively drive new business in the technology sector through Digital
- Developing an understanding of Web3 & Immersive services, technology, and the broader business environment
- Communicating your ideas with poise to stakeholders through effective written and oral communication
- Managing deliverables with self-direction and a commitment to quality
- Investing in the professional development of yourself and your team members with enthusiasm.
- Pitch emerging concepts to large brands and executives with empathy and confidence
- Contribute and collaborate with our brand experience team to shape and evolve our metaverse and virtual lands practice
- Develop and maintain relationships with key client stakeholders, collaborate with strategy and business development teams to pursue and develop new business opportunities
- Lead multidisciplinary teams to craft solutions for clients through conceptual designs rooted in strategy and rationale derived from key business and user needs
- Define best in class web3 experiences for clients by balancing user and business needs to identify opportunities based on research, analytics and best practices

- Work with strategic and analytics partners to develop a shared understanding of business and user needs through scenarios and journeys
- Drive the development of frameworks that describe key aspects of a proposed experience, and how it reconciles the business and user needs.
- Work with delivery teams to estimate, plan, and build successful creative for large and complex projects

WHAT YOU'LL BRING (EXPERIENCE & QUALIFICATIONS)

We're looking for exceptional talent who ideally started at the Big Tier strategy consulting firms and climbed the career ladder in fashion and/or luxury retail . You would typically: have a minimum of 5 years' experience working:

- with a leading consulting firm (focused on technology, preferably Web3 & Immersive, digital transformation and innovation);
- in a start-up leadership role; or in a "consulting-like" industry (e.g. Web3 & Immersive, AI, gaming, digital strategy, digital marketing)
- A top-tier agency focused on developing winning digital strategies and driving digital innovation
- In a digital marketing and/or business development role within CPG, (luxury) Retail or sports driving digital marketing and responsible for introducing ground-breaking and recognized digital initiatives
- Be a digital evangelist to our broader Web3 & Immersive team and client set, particularly demonstrating the art of the possible to CPG, Retail and Sports customers
- Support our enterprise customers with a digital-first strategy and go to market approach for Web3 and Immersive
- Development of winning creative-digital plans that fit Web3 and the Immersive, promoting technology solutions to business audiences
- Understand the difference in digital readiness in market, i.e. emerging markets with a lot of innovation potential as well as established markets and players
- Keep up to date with latest Web3 and Immersive technology, innovation, and realities trends such as AI, Gaming, AR/VR and platform innovations around the Creator and Experience Economy

Our consultants within EPAM's Web3 & Immersive are an integral part of EPAM's core consulting team; we work side-by-side with all practice areas to create value & competitive advantage for our clients.

YOUR PROFESSIONAL EXPERIENCE

- Proven record of relevant experience, MBA or other advanced degree in a relevant field
- Relevant experience includes, but not limited to, Strategy & Innovation related consulting, Business Development, Web3 & Metaverse advisory.
- Experience in leveraging emerging technologies to deliver large scale transformation for enterprise customers
- Passionate and knowledgeable about gaming, NFTs, Crypto, Blockchain, Tokenization
- Strong communication skills with comfortability explaining new and complex scenarios and solutions in a simple, logical manner that addresses varying audiences from business process leads to C suite and department leads
- Extensive experience in digital marketing, developing brand experience
- Excellent understanding of digital marketing especially social, content and B2B, web & tech and digital experience
- Understanding of global technology sector trends, with a focus on Europe, and the ability to draw insights from this understanding to counsel clients
- Vast experience in developing digital plans which take complex technology and translate it into meaningful benefits for business and potential consumers.
- Experience in creating digital-first award-winning campaigns for your clients.
- Strong problem-solving and analytical skills, ability to manage competing interests, and high emotional intelligence
- Knowledge of digital landscape in terms of platforms, trends, features
- Analytics mindset, able to work with strategic and data driven insights and turn them into digital strategies
- Superior writing and verbal communications skills; demonstrated ability to effectively multitask, delegate and manage assignments and accurately evaluate others' work
- A strong grasp of product and brand strategy coupled with the ability to identify business opportunities
- Knowledge of marketing and design systems with proven concept and design abilities
- A solid understanding of creative tracks such as visual design, interactive development, copywriting, content strategy
- Working knowledge of web3, NFTs, metaverse, and blockchain gaming
- Ability to handle multiple creative projects with the adaptability to navigate unknowns and bring clarity and consensus to key clients and stakeholders
- Passionate attitude with genuine curiosity, and a willingness to own your professional growth
- Hunger and determination, you hate to lose. We are on the cusp of a huge shift in consumer behaviour, and we want people who are keen to come on the journey and help us define and win in this new category
- A creative mind who loves to think big without boundaries
- Excellent client relationship and handling

WHAT WE OFFER

- Competitive compensation depending on experience and skills
- Opportunity to work on leading edge platforms, working in a fast-paced, agile, software engineering culture
- Knowledge-sharing with colleagues from EPAM's global tech communities
- Regular performance feedback and salary reviews
- Opportunities for professional growth
- Unlimited access to LinkedIn learning solutions

CONTACT

Nicolas Borgis, Head of Digital Practice France

nicolas_borgis@epam.com

<https://www.epam.com/services/epam-continuum>