

Head of Advanced TV

AnalyticsIQ – Atlanta, GA

AnalyticsIQ is a dynamic, fast growing marketing data and predictive analytics company focused on providing innovative consumer and business data and analytics solutions. These solutions empower marketers to deliver more personalized experiences to consumers while helping their marketing dollars go further. Our consumer data products include demographics, affluence categories, health and wellness, psychological decision-drivers, B2B insights, and can even predict future buying choices.

Why AnalyticsIQ?

AnalyticsIQ is a proven growth company delivering unique value in a rapidly growing market. Our small, close-knit team enables us to be fast and flexible, creating solutions and delivering results to our clients in record time. As a member of our team, you will have an opportunity to thrive within an incredible culture that provides market leading solutions, competitive pay and benefits, proven support for work-life balance, a commitment to teamwork, and support for personal and professional growth.

Job Description

The Head of Advanced TV is a hunter position responsible for prospecting, qualifying, proposing, and closing marketing data and analytics revenue within the television landscape. As part of our growing team, you will develop an expertise of our data products and services and the tangible value they deliver to our customers. This position reports directly to the VP of Digital Partners and will be financially lucrative for top performers.

Responsibilities

- Develop in-depth knowledge of AnalyticsIQ markets, solutions, and competitive advantages
- Prospect aggressively to generate leads and build strong relationships with digital & TV industry
- Structure solution and pricing proposals that deliver value for prospective clients
- Manage complex sales cycles to WIN new business
- Build repertoire and relationships for strategic partnerships
- Passion for learning and a strong interest in the technical aspects of Advanced TV and digital advertising.
- Travel when necessary

Qualifications

- Self-starter with proven ability to work independently; motivated to win
- 7+ years of sales experience with MVPDs, digital media companies, networks, and advertisers
- Deep understanding of digital advertising and addressable TV
- Established senior contacts and relationships within media and TV industry.
- Works well within a highly collaborative team setting.
- Experience selling marketing, data, and/or data analytics solutions a must
- Highly effective presentation and communication skills, strong financial acumen
- Minimum Bachelor's degree from an accredited university

To apply, please send resume and cover letter to salesrecruiting@analytics-iq.com