

Head of Business Data Partnerships

AnalyticsIQ – Atlanta, GA

AnalyticsIQ is a dynamic, fast growing 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 while helping their marketing dollars go further. Our data products include firmographics, employee psychological decision drivers and the linkage of employees to the wealth of consumer demographics, affluence categories, health and wellness, and psychological behaviors and future buying predictions.

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 Business Data Partnerships is a position responsible for prospecting, qualifying, and closing business marketing data, analytics, and business to consumer linkage revenue. This should be an individual that has actively sold firmographic data licenses; business to consumer linkage; business models; and audiences on small businesses, business decision makers and influencers. 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 successful individual will have responsibility for contributing to the business firmographic and employee behavior product path as well as future leadership responsibility to grow the business to business data sales team. This position reports directly to the Chief Revenue Officer 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
- Structure solution and pricing proposals that deliver value for prospective clients
- Contribute to product development with recommendations and strategic guidance
- Manage complex sales cycles to WIN new business

Qualifications

- 10+ years of enterprise sales experience in firmographic data licenses; business to consumer linkage; business models; small business, decision maker/influencer audiences
- In depth understanding of business data and analytics industry and competitive environment
- Self-starter with proven ability to work independently; motivated to win
- Leadership skills, including building and managing teams
- Ability to establish strong relationships and selling enterprise-wide solutions with mid-high six figure annual investments
- Highly effective presentation and communication skills, strong financial acumen
- Bachelor's degree from an accredited university

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