

Director of Strategic Accounts (B2B Accounts)

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 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 Director of Strategic Accounts is a hunter position responsible for prospecting, qualifying, proposing, and closing B2B marketing data, analytics, and business to consumer linkage revenue opportunities. This should be an individual that has actively sold firmographic data licenses; business to consumer linkage; business models; and audiences on 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 position reports directly to the SVP of Business Data Partnerships 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 in B2B vertical
- Structure solution and pricing proposals that deliver value for prospective clients
- Manage complex sales cycles to WIN new business
- 25-50% travel

Qualifications

- Self-starter with proven ability to work independently; motivated to win
- 5+ year track record of success hunting and closing new logos in the B2B data space
- In depth understanding of business data and analytics industry
- Experience selling B2B marketing, data, and/or data analytics solutions at an enterprise level
- 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