

# Sales Director

Reply to: [Careers@Whysdom.com](mailto:Careers@Whysdom.com)

## About WHYSDOM

WHYSDOM is leading innovation in the sciences of consumer location science, behavior science, social listening, insight discovery, and technology that powers critical business, marketing, and advertising decisions for large brands, cities, universities, and other markets. An industry pioneer, WHYSDOM has introduced new models combining all four sciences as a single platform with AI for fueling better decisions.

With WHYSDOM, companies uncover opportunities within the consumer journey by discovering, researching, and connecting with precision focused audiences measuring real-world ROI and applying insights that drive business decisions impacting market share, digital marketing, advertising, product development, employee recruitment, and PR.

## The Role:

WHYSDOM is seeking an experienced Sales Director to join WHYSDOM's sales team to drive revenue for our audience, measurement, and data license solutions. This is a quota-carrying role and the ideal candidate will have the ability to prospect into Fortune 500 companies along with driving revenue from existing agency and brand accounts by evangelizing the benefits of using WHYSDOM product solutions. The ideal candidate will have the aptitude, communication skills and passion to understand and present WHYSDOM product capabilities and underlying technologies to effectively position our competitive advantages and generate revenue within the first quarter of employment. This is an excellent opportunity for an aggressive and consultative seller to join one of the leading strategic location intelligence companies in the world.

## Responsibilities:

- Meet/exceed revenue Quota targets by selling WHYSDOM solutions into the world's largest brands and agencies
- Build and drive profitable and strategically important projects and customers
- Cold call and utilize current/past contacts to build and manage opportunities, working in a disciplined way to negotiate and bring deals to closure
- Evangelize and educate to build and drive demand for WHYSDOM audience and measurement solutions within programmatic teams
- Consult with customers to understand their problems, leveraging insights from WHYSDOM intelligence to effectively position our DaaS (*Data as a Service*) solutions to fulfill these needs
- Continually identify market trends, translating these into prospecting priorities
- Develop, negotiate and structure long-term relationships with clients
- Track all activity with attention to detail in Salesforce, leveraging other sales tools to continuously execute outreach into your book of business

## Desired Skills & Experience:

- Minimum 10 years of experience selling data and/or software technologies within the digital marketing ecosystem
- Sales leader with strong contacts across C-level mar-tech decision makers within Fortune 500 companies along with large agency executive ranks
- Hunter mentality with a consultative sales approach and proven track record of quota over-achievement
- Experience selling in third party data such as Acxiom, Experian, etc. a plus and knowledge of location data a plus
- Demonstrable track record of developing enduring client/partner relationships with a strong work ethic and drive to exceed expectations
- Ability to thrive in highly competitive markets with a winning attitude and insatiable desire to succeed
- Consistently contribute enthusiasm, support, and encouragement to other team members within the sales team
- Bachelor's Degree from an accredited four-year college/university in relevant field of study

### **Perks**

- Competitive compensation, and no-cap commission policy
- Comprehensive benefits to include for all full-time employees (Medical, Dental, Vision)
- Company matched 401(k) Plan
- Opportunity to work for one of leading innovative mobile startups in the US
- Supportive, fun, and talented co-workers and management
- AND MORE!