



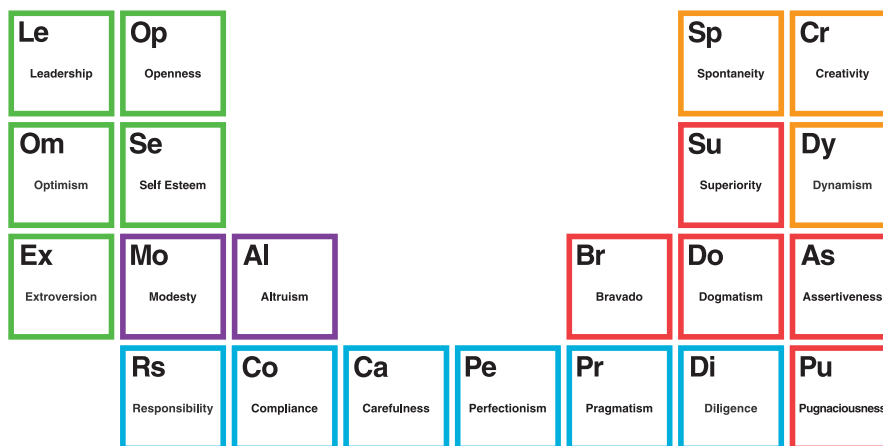
Director, Strategic Services

New York Metro Area

Marketers know that consumers are more than just demographics. Consumers are *people*, with personalities that drive what they buy. Despite the importance of psychographics, advertisers have never had a consistent way to define and reach their psychographic targets in media. Mindset Media changes that.

Mindset Media (www.mindset-media.com) is an ad technology company that sets the first and only standard for psychographic targeting and measurement. Our proprietary ad targeting technology enables major web publishers and platforms to deliver specific psychographic audiences, or **MindsetTargets™**, on their own inventory. This capability, which is unique in the world of media today, gives blue-chip advertisers the power to concentrate media delivery on mass audiences of consumers with the right psychographics for their brands. Our extensive list of advertisers includes Unilever, P&G, Kraft, Nissan, Sprint, and Starbucks.

At the heart of the Mindset Media technology is the Mindset Media Standard, which defines 21 elements of personality known to drive consumer behavior and brand choice.



Mindset Media offers a suite of research products that drive the demand for our ad technology and produce revenue in their own right. Through a partnership with Nielsen Homescan, Mindset Media delivers studies and data access that allow consumer packaged goods companies to see the specific Mindsets that drive their businesses and measure the impact on offline sales of campaigns targeting those Mindsets. We also conduct and publish proprietary **MindsetProfile®** research in other key categories; maintain proprietary databases and panels; and perform custom analyses. Research is a fundamental driver of our business, and our research practice is expanding rapidly.

Mindset Media is seeking an experienced, intelligent, and entrepreneurial professional to serve as Director of Strategic Services and lead the development, sales, marketing, and delivery of our new strategic products. This is a unique and exciting opportunity for the right person.

Duties & Responsibilities

Working in partnership with the Director of Research and the Directors of Market Development, the Director of Strategic Services will:

- Manage our partnership with Nielsen Homescan, leading our sales efforts, product and value proposition development;
- Serve as product manager on our proprietary research programs and on existing research partnerships;
- Lead and support the development of new Mindset Media research capabilities and partnerships;
- Prepare research presentations that combine our own structured data output and templates with marketing insight that addresses the specific issues and needs of each client; and
- Manage all consumer packaged goods client relationships in research, ensuring that our products and deliverables delight our clients and encourage the expansion of our “footprint” and influence within their organizations.

Qualifications

This is a critical role in our Company. Research is not only a source of revenue in its own right, but it seeds demand for our highly profitable ad technology (media) product. Candidates for this position must be intelligent, intellectually curious, confident, engaging, and self-starting. The best candidate will:

- Have 8-10 years’ experience in high-quality blue-chip marketing or consulting environments
- Have a firm understanding of market research and be able to demonstrate that grasp
- Have a track record of success and advancement
- Be equally comfortable in the worlds of words and numbers
- Be an excellent writer and persuasive communicator with superior presentation skills
- Be adept with research analysis and presentation
- Be open, creative and achievement-oriented
- Be personable and well-rounded and have demonstrated the ability to persuade and organize others
- Hold at least a bachelor’s degree from a top-tier college or university

Compensation

We offer an attractive compensation package, including a competitive salary, excellent health benefits, and company equity.

Location

Mindset Media is headquartered in Tarrytown, NY on a tree-lined campus overlooking the Hudson River and several historical landmarks. The commute from Manhattan takes 35 minutes, and a number of our people do it every day. Driving here from northern New Jersey, Westchester and Connecticut is easy too, as our office is a mile from the Tappan Zee Bridge. Our offices are newly renovated, with huge windows that let in the sunshine and natural beauty of the area.

Contact

Serious candidates should submit a resume and brief explanatory email, with “Director, Strategic Services” in the subject line, to jobs@mindset-media.com.