



Manager, Market Development

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.

Mindset Media is seeking an experienced online media sales professional to serve as Manager of Market Development. Candidates must be intelligent, curious, ambitious, confident, engaging, and be able to excel in a start-up, self-monitored environment.

Duties & Responsibilities

Reporting to the Director of Market Development, and interacting regularly with our market development team, the Manager of Market Development will identify and close new business with advertisers and agencies while managing existing key relationships. The Manager of Market Development will also:

- Drive strategy for key accounts, and aggressively prospect, pursue and generate leads;
- Clearly articulate, communicate, and present our value proposition;
- Interact with prospects and their agencies to help define next steps and drive closure;
- Develop creative approaches for presentation materials and proposals;
- Maintain up-to-date account records in Salesforce.com
- Communicate account updates and pre-sales progress to management and other team members through regular call reports;
- Attend industry trade shows and local events to meet clients and cultivate relationships;
- Be available to entertain relevant clients;
- Attend company functions and training sessions; and
- Support our publisher partners as needed.

Qualifications

The ideal candidate has a minimum of five years' experience in media or marketing, and must also possess established relationships with East Coast agencies. The ideal candidate also has:

- A B.A. or B.S degree
- Experience in networking and establishing new relationships with key players at agencies and direct advertisers
- In-depth knowledge of agency dynamics and planning cycles
- A track record of success for identifying and closing new business opportunities
- An explicit understanding of how to prospect, negotiate, and sell value
- A firm understanding on how to incorporate data and analytics into sales presentations
- The ability to map the agency landscape and engage decision makers at all levels
- An understanding of CPM calculations, pricing models, and structuring pricing options
- The ability to be mindful of teammates' schedules (yet still be proactive and make deadlines)
- A track record of meeting or exceeding monthly or quarterly quotas
- Strong analytical, organizational, and oral & written communications skills
- Extensive CRM, Word, Excel, and PowerPoint skills
- A desire to play a key role in the success of our business

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.

Mindset Media is looking to hire Market Development Managers in New York, San Francisco, and Chicago, but will also consider candidates located in other metropolitan areas.

Contact

Serious candidates should submit a resume and brief explanatory email, with "Manager, Market Development" in the subject line, to jobs@mindset-media.com.