

Position: Senior Sales Director

Location: Santa Monica, CA

Relocate: Yes No Possibly



CID#: 222273

EXECUTIVE CANDIDATE PROFILE

Accomplished and decorated sales career in data analytics, attribution, AI, BI and digital media SaaS platforms. National rolodex of Fortune 500 C-Level execs (CMO/CTO/CDO) and their agencies across all industry verticals.

Highly knowledgeable within all marketing technology disciplines including Video (CTV/OTT & OLV), Contextual, Social, Mobile, Programmatic & Display. Able to immediately contribute to either start up and/or enterprise level companies from initial prospect to pitch to close.

Career skill set and professional network built by matriculation and earned progression from inside sales to regional manager/director roles. Classically trained and mentored at premier media and tech companies.

■ Recognition / Achievements

- *One of three original sales directors to launch performance video solutions division (CTV/OTT & OLV) for \$2B publicly traded, audience activation global platform*
- *Responsible for all sales activities in Western half of U.S.--prospecting, pitching, integration and implementation--to Fortune 500 brand and ad agencies for OpenSlate's brand safety & suitability solution*
- *First enterprise sales director (IC) hired to build global sales funnel from scratch for startup SaaS based holistic business intelligence & data analytics platform.*
- *Achieved \$1.34M annual revenue vs goal of \$1.2M*

■ Education / Designations

- *Bachelor of Arts - Journalism*