



Senior Director, Business Development

Summary

We are looking for a Director of Business Development to build and expand our operations in the US. As a successful European agency, we are seeking a sales leader capable of building a team, creating / improving our current process, and hiring a high-performing sales team in the U.S.

We are looking for a senior sales leader that has:

- **Sold digital marketing services including SEO and SEM**
- **A network of marketing contacts responsible for hiring digital agencies**
- **Built a team from the ground up**
- **A consultative approach, know when to listen and when to push**
- **A flexible, collaborative, and candid approach to working with the rest of the organization**
- **Excellent communication skills with clients and with your team members**

Key Responsibilities

- Lead the Business Development effort pitching and winning clients, networking and marketing
- Own the entire sales process from prospecting to close
- Meet and exceed monthly and yearly sales goals
- Work side-by-side with in-house SEO experts and consultants to identify and solidify growth opportunities in the sales cycle
- Upsell existing clients and grow them into major long term accounts for Improve
- Build the sales team from the ground up; hire, develop and train your own team with support and input from the Improve management team
- Utilize global Improve resources - tools, people, know-how, databases, etc. to identify the right accounts
- Work with an international, multicultural team in Improve offices around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups
- Refine and improve our sales process working with various stakeholders
- Keep client, team and third-party stakeholders engaged and informed by communicating progress, performance and next steps
- Work hand in hand with counterparts on the engagement team to collaboratively set and meet client expectations ensuring mutually positive relationships.
- Confirm clients are a good fit for Improve's structure, vision and mission prior to signing deals.

Skills & Qualifications

- BA degree; MBA preferred
- Highly entrepreneurial - enthusiastic desire to shape and grow a brand at the early stage of its life cycle
- 5+ years digital sales experience; ideally in SEO and/or SEM
- Business networker, adept at broadening relationships and influencing views towards Improve;



- Strong and active business network, always sharing insights that influence thinking towards Improve solutions
- Able to leverage network for prospecting to a broad community of digital marketing decision makers
- Strong sales pursuit leader, orchestrator and disciplined seller and operator
- Ability to identify and learn new trends.
- Sharp strategic acumen and ability to achieve in the midst of ambiguity
- Extremely comfortable communicating with clients on all levels, from CEOs, Digital Marketing Directors, Technical Specialists and Administrative Assistants
- Ability to walk in the client's shoes - apply market and consumer dynamics to our evolving business
- International work and travel experience preferred
- 3-5 days travel per month (Approximate)

Company Overview

There are smartphones and there are iPhones. There are search engines and there is Google. There are management consultants and there is McKinsey. There are SEOs and there is Improve.

We strive to grow Improve into the global benchmark for SEO. We are highly successful in Europe and are now expanding in all major markets, starting with New York, San Francisco and Seattle.

Our founders challenged the status quo of SEO and turned it into Improve's competitive advantage. Why does SEO take 3-6 months to show results when AdWords shows results immediately? Improve delivers immediately. Why do SEOs optimize rankings when what clients really care about is conversions? Improve delivers conversions. We are a non-agency - our product is conversions through SEO.

A small, highly skilled, diverse and international team of 50+ professionals makes this possible in combination with proprietary tools, systems and software. Our team members are native speakers of English, German, Spanish, Russian, Italian, Portuguese, French, Hungarian, Polish and Swedish. Our backgrounds are as diverse as Google Engineers, PWC Consultants, CEOs of billion-dollar-companies, Rocket Internet growth hackers and investment bankers.

Our Engagement Teams work on more than 200 projects worldwide - from Fortune 50 companies such as P&G to high-growth startups like Thumbtack. Improovers go above and beyond to get things done. With projects in more than 60 countries, it sometimes means traveling halfway around the world and diving into different languages, countries and cultures - from Sydney to Singapore, from Buenos Aires to Barcelona.

This is a rare opportunity to join a successful Start Up as COO and become a Partner in our New York office. You will build a rocket ship in the US together with the firm's global resources.

Location

New York Metro Area (highly preferred), flexible on permanent location for the right candidate



Benefits

- The rare opportunity to build and lead a team from the ground up, shape the launch of a successful organization and grow it into a major domestic player in the online world
- Learn from smart people in international, challenging companies with major brands such as Red Bull, Volkswagen, NBC Universal or American Express
- Opportunity to grow Improve USA from 5 people into 50 offices
- Global company events 1-2/year in Spain, Austria, etc.
- 20 days paid time off per year in addition to public holidays
- 401k Plan
- Comprehensive health insurance paid by the company
- Flexible working hours
- 5 sick days

If interested, Apply by sending your application to jobs@improve.net *with the following subject: "Interested in the US Business Development Role - [your name]"*