

## ACCOUNT EXECUTIVE



XUMO is a leading entertainment technology company, bringing the best in digital video direct to consumers on the screens they love and use most. The first software-based OTT TV platform, XUMO has successfully combined live TV and video-on-demand into one, easy-to-use experience that is free to access, stream and use. XUMO has developed a brand-new way for consumers to enjoy the television they love, for content owners to stream live or on-demand content right into their fans' households and for advertisers to monetize in the rapidly growing Connected Device space. XUMO is available in the U.S. and Canada on multiple streaming platforms including LG, VIZIO, Hisense, Panasonic and Samsung smart TVs, Roku and mobile devices.

The Sales Account Executive will be located in our NYC office. This position will be responsible to grow advertising revenue from an assigned list of ad agencies and regional territories. This role will report into the VP of National Sales.

### YOUR RESPONSIBILITIES:

- Manage, grow and maintain the national advertising revenue derived from a specified group of ad agencies and assigned regional territories.
- Develop sales strategy and strategic plan for generating advertising sales for the roster of national clients within your assigned list.
- Develop and present Xumo's sales presentations including market research and competitive advantages for clients to support advertising and marketing across the entire Xumo platform.
- Drive weekly revenue pipeline development through qualified meetings in the field with key agency, direct clients and OTT trading desk specialists.
- Collaborate with internal stakeholders and client support teams to ensure all advertising campaigns are optimized and achieving specific client parameters.

### QUALITIES & EXPERIENCE WE'RE LOOKING FOR:

- 4+ years of National TV or Digital advertising sales experience
- Strong industry knowledge of the OTT marketplace and stellar relationships with ad agency decision makers
- Proven track record of outstanding sales results
- Willingness to travel 30% of the time for agency and client meetings
- Strong knowledge of using data for targeting specific audiences
- Vast competitive industry knowledge of both the TV and Digital marketplace
- Full comprehensive knowledge of all digital media related qualitative and quantitative research

### REPORTS TO VP, SALES