

Sales Account Executive (Los Angeles)

ABOUT THE DIVISION: XUMO Sales



XUMO seeks to delight users by connecting them to great content that speaks to the TV fan in all of us. Building a personalized television experience based on our intelligent, in-house recommendations engine, allows XUMO to bring premium content from the world of news, sports, entertainment and pop culture, direct to the user on their terms. XUMO has developed a brand-new way for consumers to enjoy the television they love, and for content owners to stream live or on-demand content right into their fans' households. The first software-based 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 is available on multiple streaming platforms including LG, VIZIO, Panasonic and Samsung smart TVs, Roku and mobile devices.

The Los Angeles based Sales Account Executive will be responsible for growing advertising revenue from an assigned list of ad agencies and regional territories. This role will report into the SVP of Advertising Partnerships.

Responsibilities Include:

- 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 Seeking:

- 5+ years of National TV or Digital, programmatic, 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



ABOUT XUMO

A streaming television company based in Irvine, California, XUMO delivers over-the-top (OTT) video-on-demand (VOD) and LIVE digital channels direct to consumers through smart TV, mobile and other streaming device integrations. Through strategic partnerships with LG Electronics, Hisense Company, Ltd., VIZIO and Panasonic, XUMO has developed one-click access for consumers to stream 100 free channels. XUMO is also available on several other smart TV brands such as Samsung and Funai Electric Co., Ltd. who manufactures and sells Magnavox, Philips and Sanyo in North America as well as iOS, Android and Roku devices. Learn more about XUMO at www.xumo.tv and follow @XumoTV on Twitter.

