

CAREER OPPORTUNITY

LEAD GENERATION MANAGER

Office Location | Copenhagen, Denmark

Reputation Institute owns the science of Reputation.

Reputation Institute's RepTrak® methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 15 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI's, benchmarks, metrics and best practices.

Reputation Institute's research is considered the authoritative source for Corporate Reputation Management by the world's leading publications. Our research been featured in nearly every relevant trade publication, including *The Economist*, *Forbes*, *Fortune*, *Time*, *Bloomberg*, *Information Week*, *Industry Week*, *Business Week*, *The Financial Times*, *Washington Post*, *NY Times* and *the Wall Street Journal*. Our analysts frequently appear on media outlets such as NPR, CNBC, FOX Business News, BBC, Sky News, CNN and a multitude of industry webcasts. You will be responsible for engaging executives within corporate communication, marketing, PR or branding with leading companies in primarily Germany and Sweden.

LEAD GENERATION MANAGER:

Essential duties and responsibilities:

- Experience in working with executive target prospects: targeting predominantly Chief Communications Officer and Branding/Marketing Executives and their direct reports is an essential responsibility.
- Direct prospecting for our National Tracker Programs which ranges from €45,000 to \$115,000 per program.
- Manage a list of named accounts in a dedicated territory with a goal of establishing high quality appointments for team based selling and value proposition delivery.
- Hands on prospecting, cold calling and lead follow-up that assures achievement of Monthly, Quarterly, Annual new client sales pipeline target level quotas.
- Build and manage a high-quality sales pipeline through account targeting, inbound lead follow-up, prospecting and cold calling into a dedicated Named Accounts territory.

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- Manages Sales process demonstrating superior research insights and value differentiation assuring high sales on a consistent basis.
- Leverages subject matter experts to close deals.

PROFESSIONAL QUALIFICATIONS:

An ideal candidate will possess:

- Language skills required – fluency in German, English and Swedish.
- Minimum 5+ years of relevant experience.
- Experience and understanding in corporate communications, PR, advertising, corporate social responsibility, reputation risk and marketing functions including brand management, corporate reputation management and financial performance.
- Direct job experience in fact based research, B2B publishing, corporate communications or research based consulting and advisory firms.
- Direct experience with research and expertise driven workshop selling methodologies.
- Proven results in selling Executive Membership, Research Advisory and Consulting Services to Global 2000 companies at the C-Suite consistently hitting sales quotas.
- Challenger sales methodology experience.
- Executive "presence" and gravitas; exceptional ability to immediately establish one's credibility with senior executives.
- Ability to diagnose prospect/member needs and identify relevant resources.
- Exceptional ability to synthesize and distill large amounts of information.
- Strong understanding of metrics, KPI's and benchmarking for marketing and communications business functions.
- Superior interpersonal skills within a team development capacity.
- Willingness to travel an estimated 20% of the time.
- BA/BS degree required

COMPENSATION PACKAGE:

We offer our employees a benefits package that includes a base annual salary and an annual bonus.

Reputation Institute is committed to diversity in the workplace and is an Equal Opportunity Employer.

Please address all cover letters and resumes to ntrad@reputationinstitute.com.


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Hear what our clients and team say about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

What organizations say about RI!

"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."

 Chief Marketing Officer,
MasterCard Worldwide


RepTrak®
Trust

"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."

 SVP Integrated Marketing
and Communications, FedEx


Expertise
Honest Integrity

"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."

 President and CEO,
The LEGO Group

Global
RLN

"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."

 President and Chief
Executive Officer,
Levi Strauss & Co.

Teamwork
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."

 Director, Global Public
Relations, John Deere

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."

 **BACARDÍ**
CEO, Bacardi Limited

What our team says about RI

"To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."

"We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."

"One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome."

ONE



"It means transparency, collaboration and partnership across offices and departments."

"A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices."

"I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision."

For more information about the firm, please visit our website at www.reputationinstitute.com.