

VP / Director Brand Sales @ Crossinstall
San Francisco, CA

Job Description:

CrossInstall is seeking an experienced brand seller to join our growing business team. This is a key hire as you will be helping define our go-to-market strategy for mobile brand advertising. It is a great opportunity for the right candidate to make an enormous difference in a small, fast-paced mobile advertising startup. The primary objective of the seller is to own and manage client relationships with top brands and agencies in order to ensure a successful partnership. This position reports directly to the VP of Business Development and will be expected to directly contribute to the rapid growth of the company.

What you'll do:

- Prospect, pitch, and close F500 brands and agencies. You must have a current and relevant rolodex with key relationships at the Big 4 agencies, trading desks, and client direct.
- Help define our go-to-market strategy and execute on the verticals that are a strong fit for our product
- Serve as the Real-time Bidding (RTB) expert externally, understanding the mobile ad ecosystem and ensuring information is clearly communicated to potential clients
- Collaborate with the Sales, Ad Ops and Engineering teams to ensure partnership integrations are planned properly and completed on time
- Liaison between internal product team and external clients to recommend new product features

What you'll need to succeed:

5-10+ years of experience in the web, mobile, or advertising industry
Knowledge of the mobile/programmatic advertising ecosystem
Proven track record of success in client facing role
A current and relevant rolodex of media buyers and decision makers at large holding agencies
Proven ability to achieve a quarterly managed business quota
Ability to multitask in a very fast-paced work environment
Very strong analytical and reporting skills
Great communication skills, both in writing and speaking
Experience interfacing with and selling to customers in person
Proficient with Excel and Salesforce
Willingness to travel

Ideal Personal Attributes:

- Team player / collaborative operating style
- Keen self-awareness of individual performance
- Self starter able to navigate our product and org structure to proactively solve problems
- Receptive to feedback and willingness to adapt to internal changes
- An innovative mind willing to contribute creative solutions to problems as they arise
- Passion for online technology and the startup environment
- The ability to think and react quickly
- Deadline oriented

About CrossInstall

Founded in 2012 by several advertising and gaming executives, CrossInstall is a bootstrapped company created to support mobile user acquisition on both the iOS and Android platforms through programmatic bidding. CrossInstall has become the preferred playables and programmatic partner for major mobile gaming companies including Game Show Network, Machine Zone, SGN, PuzzleSocial, Pocket Gems, NaturalMotion and Big Fish Games among others.

To apply, send your cover letter / resume to Anuj Kucheria @ anuj@crossinstall.com