

**Job Title:** Director, Business Development at iQuanti

**Locations:** West Coast

**Territory:** Western United States

**Company Description:**

iQuanti is a leading provider of digital marketing services and solutions. Our unwavering commitment to delivering clear and measurable results through data-driven analysis and insights allows our customers to accelerate and capitalize on their digital acquisition efforts and realize the dream of digital marketing.

Fortune 500 companies like Allstate, American Express, BBVA, Humana, TD Bank and Wyndham Hotels as well as companies like HomEquity Bank, Nielsen and Tourneau are all “realizing the dream” due to our passion for leveraging quantitative methodologies to deliver unparalleled insights that have a material impact on our customer’s bottom line year after year. That’s right, more than 90% of iQuanti customers renew their relationships.

Since our founding in 2008, iQuanti has experienced rapid growth in new customers and revenues and grown to more than 150 employees worldwide. Our growth has caught the attention of the market, appropriately landing us on the list of the Fastest Growing Companies in America 3 years running. What’s really exciting is that we’ve achieved all of this without a sales team in place.

**Job Description:**

...Until now! iQuanti has an immediate need for the first Business Development Director in the company’s history to join our growing team and play an important role working with the VP of BD in building out a world-class sales team. This isn’t just any ordinary sales opportunity. This is a unique opportunity for a highly qualified, entrepreneurially-minded sales professional to join a dynamic, global organization and blaze a trail within a truly greenfield opportunity. If you’re interested in joining one of the fastest growing digital start-ups and taking the next step in your career, read on.

**Responsibilities:**

As the Business Development Director, you will be a key member of the iQuanti Business Development team, responsible for generating new business by helping prospective clients understand the measurable impact iQuanti’s services and solutions may have on their business in the areas of SEO, Paid Search, Display, Social, Omnichannel, Conversion Optimization, Attribution and Analytics.

As the Business Development Director, your primary responsibility will be to identify and establish new sales opportunities with qualified prospects and drive the sales process to a logical conclusion. To be successful, you will:

- Cultivate your territory to identify qualified prospects that meet our ideal customer profile across a diverse set of industries.
- Actively conduct cold outreach and nurture campaigns to multiple contacts within qualified prospects effectively using all channels (email, phone, social networks, etc.).

- Qualify new inbound leads from various resources including the market development team, referral channel, partnerships, networking programs, meetings and conferences.
- Use consultative sales methods to discover prospect needs and position appropriate iQuanti services and solutions.
- Establish and maintain a consistent pipeline of sales opportunities with the goal to meet and exceed monthly and quarterly sales targets.
- Execute on the full sales cycle from discovering needs to presenting offerings to proposing solutions and negotiating terms.
- Provide accurate sales forecasts and projections to senior management for financial planning purposes.
- Extensive travel for F2F meetings within your sales territory will be required.

**Qualifications:**

- Minimum of 8 years of quota-carrying experience selling services and/or SaaS solutions to digital marketing departments within net new prospects.
- A strong track record of generating new business and meeting and exceeding sales targets.
- A demonstrable command of consultative selling skills and an ability to manage complex sales cycles end-to-end.
- Experience conducting cold outreach and nurture campaigns to build a sustainable pipeline.
- Proven ability to accurately represent deal stages and accurately forecast revenue.
- Experience selling the full range of digital marketing channels including Paid, Display, SEO, Social, Mobile, Website Optimization and/or experience selling quantitative services or technologies - a plus, not a requirement.

**Benefits:**

- Competitive Salary and Variable Compensation Plans
- Stock Options
- Medical, Dental & Vision Insurance
- 401K with Company Contribution

For more information, please visit: [www.iQuanti.com](http://www.iQuanti.com) or contact Michael Carle, VP, Business Development directly at [Michael.Carle@iquanti.com](mailto:Michael.Carle@iquanti.com).