

Director/VP of Business Development

About You

Growing revenue is what you're all about. You've either worked at a top tier marketing agency selling direct marketing services to marketing decision makers or sold SaaS-based advertising technologies before and have the contacts and know-how to penetrate top-tier advertising agencies and open doors with large direct marketers. You're prepared to take an aggressive Seattle startup to the next level, landing new business and successfully transitioning sales prospects into satisfied, well-supported customers.

About Marketfish

Marketfish is a well-funded Seattle startup poised to disrupt the existing \$4.5B list marketing industry with a cutting edge SaaS platform. With nearly every marketing agency in Seattle as our client, Marketfish is poised for quick, explosive growth and attractive exit opportunities. Come join our team of experienced marketers, entrepreneurs and technologists.

Marketfish is located in the historic Florence Building, right next to the Smith Tower in Pioneer Square.

If you have experience selling to marketing agencies and departments, love challenging the status quo, and thrive in a fast-paced entrepreneurial environment, then we invite you to apply. In other words...

Get in touch with your inner fish.

About The Position

The Director/VP of Business Development is the backbone of the company and key to our customer and partner relationships. You will be responsible for growing revenue for the company. You will sell our services to top tier marketing agencies and marketing decision makers in Fortune 500 corporations to assist them in building highly effective lead generation campaigns.

Responsibilities

- Develop strategic plan to penetrate key accounts (agencies and enterprises)
- Driving an annual sales quota
- Approach target accounts to generate demand for the Marketfish services

- Work with Customer Engagement Team to ensure the success of new customer campaigns and to transition ownership of established customer accounts
- Ensure ongoing marketing program activities via long term relationship building
- Build and leverage complementary strategic partnerships to drive revenue
- Represent Marketfish at tradeshow and conferences

Requirements

- 10+ years experience as a business development executive at a technology provider selling to top tier marketing agencies or at a marketing agency selling to marketing decision-maker
- Goal-oriented with strong track record of sales success
- Proven sales star, consistently hitting 90% of quota
- An understanding of direct marketing, lead generation, or circulation marketing
- Previous success in a startup or in a high growth company
- Must be a hunter and willing to open doors
- Excellent presentation and writing skills and outgoing personality
- Demonstrated analytic abilities
- Degree is required, MBA is a plus
- Expect 25% travel