

## POSITION: STRATEGIC ACCOUNT DIRECTOR

LOCATION: NEW YORK, NY

### About Videology

Videology (videologygroup.com) was founded in 2007 by Scott Ferber—also the co-founder of advertising.com. It is one of the world's leading video advertising platforms. Our global, market-leading technology enables our customers to manage, measure and optimize digital video and TV advertising to achieve the best results in today fast-moving media landscape.

From the start, Videology's Converged Advertising Platform was built to solve the industry's marketing challenges in a world where video viewership was fragmenting across screens, and the definition of "television" was changing. We have always focused on one goal: helping advertisers effectively and efficiently reach consumers wherever they are watching video. Today, our advertising software is being used by the biggest agencies, trading desks, and marketers around the world to reach consumers with relevant video advertising across screens.

Led by a team of industry veterans, Videology currently employs over 300 team members in 28 countries around the world. The company is headquartered in New York, with key offices in Baltimore, Austin, Toronto, London, Paris, Madrid, Singapore and Sydney.

At Videology, we're extremely proud of our technology, but it's the people behind it who are our greatest asset. We place people at the core of our business, and we empower them to do great things. We also understand that fulfillment can only come from a balance of personal and professional priorities.

Above all, we're a company of big thinkers. And the reality is that our technology is changing the media world – or at least our piece of it. And our piece is getting bigger every day.

***Accountability, Integrity, Passion, and Creativity: that's our equation for success.***

### About the Opportunity

The Strategic Account Director will work closely with the platform operations teams to maximize revenue throughput and profitability with the Videology platform.

The Strategic Account Director will have a broad understanding of the online video ecosystem and will support our clients with deep knowledge and experience of our product solutions, supported by the platform operations team. The Strategic Account Director will be responsible for understanding client campaign needs and will be able to respond to and build smart, efficient recommendations to deliver the best results and maximize the scale and profitability of our platform.

The Strategic Account Director is responsible for driving revenue, profitability, and growth with one of Videology's largest and most strategic accounts while overseeing its daily operations.

### Primary Duties

- Achieve North American revenue and profitability goals for the account
- Execution of strategy in-line with corporate objectives and vision
- Oversee and strengthen customer relationships at multiple levels and business divisions within the account
- Identify new potential revenue streams and business opportunities within the account
- Interface and collaborate with multiple internal stake-holders including: Program Management, Platform Operations, Legal, Finance, Technology, Data, Monetization, and Media
- Maintain expert-level knowledge in key product functionality
- Insure market coverage, increasing awareness of Videology, identifying and developing strategies for penetrating key accounts and prospects, management of business pipeline and revenue forecasting.
- Provide continual input and assessments to sales management in order to drive ongoing improvements in sales strategy and approach.

- Deliver monthly assessments of Videology's performance in the territory, evaluation against competitions, risks, opportunities and a plan for maximizing performance.
- Identify, coordinate and attend all promising local marketing and association events.

### Job Requirements

- Bachelor's degree ideally in Business, Marketing or similar
- 5+ years Digital Advertising Experience required, programmatic, TV and Video experience strongly preferred
- Excellent verbal/written communication and client relationship skills
- Strong Proficiency with Microsoft Office applications
- Travel required based on client needs

### Resume Submission

Please submit your resume to [careers@videologygroup.com](mailto:careers@videologygroup.com) and denote the position title and location of the job you are applying for in the email subject line.