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Sales Executive, Broadcast, OTT & Media Services – Eastern Canada and Eastern USA

You will work directly with VP Sales, covering the Eastern USA region and select named accounts. You will co-develop and implement a comprehensive sales strategy to create awareness of the company's product offerings, generate trials/demos, close deals and nurture accounts. This role requires a consultative selling approach. Your responsibilities will include analyzing customer needs, advising customers on application and services implementation, ensuring ROI and solidifying long-standing client relationships.

Role Requirements:

- Great sales acumen (mandatory)
- Ability to construct a quarterly sales strategy focused on meeting quotas and sales objectives (includes forecasting and developing sales quotas for regions and territories; projecting expected sales volumes for existing/new products and services)
- Prior experience of selling applications and services to broadcasters, media studios, media distribution houses, OTT/VoD platforms
- Ability to independently identify new prospects and business opportunities
- Prior experience in technical & solution sales and/or Business Process Management services sales
- 7 or more years of experience in a sales role
- Existing client relationships with broadcasters/content distributors is an added advantage
- Experience of working at companies like Deluxe, Archiva, Red Bee Media, Technicolor, Globecast, Harris, Avid, Grass Valley, and/or in the media practices of IBM/Cognizant/Accenture is an added advantage