



PRIME FOCUS TECHNOLOGIES

JOB DESCRIPTION

Vice President - Business Development SaaS & AI Products

Location: LA / New York

About the Company

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, Direct to Consumer companies, brands and service providers digital transformational solutions. Its flagship SaaS product CLEAR, is an enterprise software, uniquely as Media ERP software helps its clients lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content. PFT's media recognition AI engine, CLEAR Vision Cloud leverages Machine Wisdom technology to deliver high quality data and action toolkits to make AI work for our media customers.

PFT works with major M&E companies like Warner Media, PBS, Disney, Hearst, Channel 4, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, Miramax, Tata Sky, Sony Music, Google, YouTube, Disney+ Hotstar, Amazon, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press. PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services.

Overview of the Job

PFT's traditional sales model had Sales staff being organized regionally and sold all the products & services the company makes to its customers. Whilst this has worked very well for the firm over the last decade, PFT now is making a departure from this. It intends to augment a Product centric sales effort to bring in additional impetus to accelerate the sales of its Technology offerings. This focus will start with this role, that is mix of business development & direct sales. Since inception, CLEAR has been the flagship Media ERP software sold as a SaaS, but more recently, we have added Vision Cloud, our unique AI/ML offering for content & content led activities. Consequently, this is an exciting opportunity to join a rapidly growing SaaS company and help shape the growth of the business.

The job is for someone who is deeply excited about the Media Technology space, passionate about helping customers understand the value proposition of CLEAR ERP and AI capabilities/solutions and how these product/solutions can have transformative impact on their businesses. As a business development leader for Technology Products within PFT, the responsibilities will include creating and executing the Go-To Market (GTM) strategy for the North American market. You will be working with the solution architects, Field sales, Pre-sales, Product and Implementation teams and the BU head to drive adoption of CLEAR, build professional and technical relationships with clients, create high level solutions and orchestrate CLEAR product/solution & market fit. You will also work with the sales and pre-sales team to demo the product and solutions, handhold the client through trials/POC phases and help closing the deal.

The sales role is to pursue direct sales effort to certain accounts & yet help other sales leaders in the company sell the Technology products to the other accounts. Traditionally, the focus has been to sell to the Media & Entertainment enterprises, and opportunities may exist to extend to other vertical markets. The business development aspects will focus on development of right partners to sell with or sell through.

Roles & Responsibilities

As the Head of SaaS & AI Products in the North American region, you'll be responsible for Business Development & Sales, developing go to market strategies, pursue business development strategies, pursue direct sales & build indirect strategies as applicable to deliver strong growth in the revenue for these offerings in the region.

The sales role is to pursue direct sales effort to certain accounts & yet help other sales leaders in the company sell the Technology products to the other accounts.

Serve as a key member of the PFT business development team in helping to drive overall Technology business uptake - specifically in North America.

Set strategic business development plans for the Technology business and for target markets and customers.

Define and size target market segments in different geos, identify key addressable segments within those geos, identify key customers, industry partners including Public cloud providers, AI OEMs, ISVs and system integrators

Work with the Marketing and Inside sales team to create campaign, devise appropriate messaging, collaterals, white papers etc.

Execute the strategic business development plans while working closely with internal stakeholders at including Field sales, account, marketing, & partner teams, solution architects, professional services and support teams, legal and contract teams, and the service teams

Carry specific revenue targets per geography, per product/ solution area

Thought leadership – develop compelling audience-specific messages and tools (product videos, customer success stories, demos, whitepapers, presentations, how to guides etc.) and evangelize PFT packaged product solutions

Build knowledge of the Media ERP and AI/ML technology landscape with an ability to understand and articulate the business and technical frameworks, architectures and solutions. An ability to work with the broader PFT team (Sales, Marketing, Media Services, Finance etc.) to develop industry use cases that showcase PFT solutions

Identify specific prospects/partners to approach while communicating the specific value proposition for their business and use case. Understand the technical requirements of customers and work closely with the internal development teams to guide the direction of delivery

Develop long-term strategic partnerships in support of the business

Primary Qualifications

Here are some core qualities we are looking for:

Possess business experience and customer-facing skills that enables you to drive an engagement and interact at the CxO/VP level Customer organization, as well as a technical background that enables them to easily interact with Media technologists, AI Engineers, Data Scientists, software developers and architects

A deal maker with solid relationships & networks/connections with VP/CTO/CIO/CSO/Head of Media ops levels in broadcasting, studio and D2C media houses

Adept at thinking strategically and analytically about business, product, and technical challenges, with the ability to build and convey compelling value propositions, and work across multiple functional teams to build consensus

A keen sense of ownership, drive, and go-getter attitude is a must. You must enjoy communicating with customers of all shapes and sizes. You will have a passion for helping customers, from small start-ups to established enterprises

A broad and strong hands-on leader – part doer, part influencer and part general manager who can prioritize well, communicate clearly and compellingly and who understands how to drive a high level of focus

Some relevant technical knowledge is in areas such as: media broadcasting and/or media production technologies, ERP Software architectures with SOA, Microservices etc, fundamentals of cloud computing and virtualization, storage systems, etc.

15+ years of sales, business development, strategic partnerships, and/or product management experience in the media technology, AI and/or advanced-technology arena, 10 or more years in consultative technical sales or professional services with a proven track record of success within the product market.

Strong understanding and experience in the field of Media, AI and related technologies

Strong analytical skills, and demonstrated ability to turn detailed data analysis into useful strategic insight in order to drive customer adoption for PFT and make appropriate recommendations to the business

Strong verbal and written communications skills are a must, as well as the ability to work effectively across multiple functional teams in India

A talent for being able to influence and build mindshare convincingly with any audience. Confident and experienced in public speaking to large audiences

Degree in ICT, Electrical Engineering and/or MBA

Experience with one or more of Google, MS, AWS and IBM Cloud infra, PaaS and serverless technologies