



“Sales Director Machine-Learning AI- Customer Data predictive analytics”

Office Location: New York City Metro HQ

Machine learning has been used by our client to simultaneously fuse the siloed data within every marketing technology and eCommerce related application to develop unique customer personas through combing real and anonymized data. When this view is overlaid upon real time activities the intelligence is able to reliably predict customer intention. It goes further to scrutinize the transaction a dissect how the purchase was made, delivered, what incentives or channels were applied and what marketing activates, loyalty and incentive offers were consumed. It predicts the proclivities and predispositions of the consumer so accurately that the client can limit their marketing spend to retain and grow the customer. This goes beyond the right offer at the right time, it lays out a client optimized client retention journey personalized for each customer including existing and future products. It is the next step in customer discovery.

By looking at each customer holistically, the solution then feeds back to each application the data for taking action. With over 100 customers such as Ann Taylor, Guess, PacSun, and more), in just their third year of operations, they are looking to grow their sales team.

The role is based at the company’s headquarters in New York City, with the globe as your market. A dedicated sales development professional and a crack startup primed, and experienced marketing team will be your partners as you develop your territory plan to pioneer new client relationships.

Role:

- As the primary point of contact for all prospects you will meet with the LOB leaders in Commerce and Marketing for those clients both in person and virtually. You will be able to demonstrate the product ably, and build rapport with client leadership
- You will keep abreast of the latest developments in the Machine Learning and Artificial intelligence industry as it relates to retail sales and marketing both to insulate your pipeline, and inform leadership of those going on
- As part of the initial sales team you will be proving out methodology and messaging, sharing successes, and failures. You will be striving to always improve, and to be abundant in your collaboration and communication in particular as it relates to and can inform sales process.

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- You will be a master evangelist. With so many activities clogging the desks and minds of your prospects you will seek to rise above the noise with poignant, thoughtful and impactful communications at a high frequency to maintain attention and document the results thoroughly for learning purposes.

Skills Required:

- 5+ years' experience in either consulting or consultative sales of SaaS technologies, working complex sales cycles, building relationships with diverse stakeholders. You will also have these qualities:
- **Creative and capable:** You know how to innovate new process to achieve results. You are that rare individual that always has a good sense of direction in a new situation to get to where you need to go.
- **Dedicated:** You might even be mildly obsessive about your fashion choice, or hobby, knowing that for it to be right that it must be "just so." You adhere to the paradigm, "anything worth doing, is worth doing right," from hanging your favorite picture to brewing the perfect cup of Kona.
- **Detailed:** You don't let anything slide by, that matters. You actually take pride in your punctuation and enjoy documenting your sales trials and travails. You might even have a matching desk set with a blotter, but that might be stretching a bit.
- **Humility:** You have always sought to put yourself in other's place. You're a great listener. You say "please" and "thank you" because you mean it. You may even know the punch line of someone's joke, but you don't spoil it for them.
- **Communication:** You use words with economy and precision. You know this description is waaay too long, but you like it anyway. You know how to redirect a conversation and have everyone enjoy getting there together.

Apply to Darrell Rosenstein, ddr@intrinsic-search.com



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