



# Director, Regional Sales & Monetization

## *US Southeast*

### Position Description/Requirements

July 2010

**Job Description:** Regional Director of Sales and Monetization has overall leadership/management responsibilities for new website/platform sales, as well as for online advertising/monetization sales for each assigned media partner website in their region.

**Key responsibilities include:**

- Consistently deliver monthly and quarterly revenue results that meet or exceed objectives.
- Lead the website/technology platform sales team. Matchbin's target market is community newspapers, TV/radio stations, and locally-focused online publishing companies.
- Lead a team of regional monetization sales managers that provide the sales/product training, leadership and partner relationship building for an account base of partners and their sales teams.
- Develop strong long-term partnerships/relationships with the CEO and other executives of Matchbin's channel partners/media organizations. Influence these executives to prioritize online advertising sales to compliment their traditional print/on air advertising.
- Maximize the revenue from all online advertising solutions; business directory websites, SEO/SEM solutions, local/national banner advertising, email/text message campaigns, mobile couponing, call tracking, SMB services, and local paid search.
- Develop and execute a sales management strategy and aggressive sales plan metrics designed to create accountability and meet Company revenue goals.
- As much as 75% travel may be required.
- Hiring, mentoring and motivating the sales and monetization teams. Responsible for training and instilling a consultative sales process, in addition to consistent reporting and updating via sales CRM.

**Skills/Experience Requirements:**

- 5+ years experience leading sales teams for internet/software/media companies. 2+ years experience as Director of Sales.
- A Rolodex of publishers and key management contacts and relationships from media companies in the Southeastern United States, especially Florida.
- BA/BS in marketing, business management or computer science. MBA/Masters degree preferred.
- Proven track record of sales results in B2B Software as a Service companies - \$5M+ in annual sales.
- Experience in selling online advertising and services/software to small and medium businesses.

- Experience in creating a large distributed sales team of employees and/or independent sales representatives.
- Experience in selling national online advertising direct to large national/regional companies or advertising agencies is a plus.
- Strong network of relationships with media company executive – newspapers, Radio/TV Stations, magazines, and online media publishers.
- Strong experience in developing effective sales compensation plans, forecasting and modeling tools, including the use of CRM systems
- Proven ability to negotiate favorable pricing and legal terms on high-value deals.
- Excellent communicator capable of building relationships and communicating effectively with every level in the organization through outstanding verbal, written, and presentation skills.
- Strong knowledge of SEO, SEM and internet based lead generation methodologies.
- Results/metric-oriented, strong decision maker with ability to prioritize complex organizational objectives and meet aggressive timelines.

### **Compensation**

Compensation will include a base salary plus a variable component tied to production. Matchbin will offer a total package that will be competitive with the industry and applicant experience, and will reflect the potential upside commensurate with a growth company. Matchbin is an equal opportunity employer.

### **About Matchbin – [www.matchbin.com](http://www.matchbin.com)**

Matchbin is transforming community newspapers, radio stations, and TV stations from traditional media companies to new online media success stories. Matchbin creates and hosts content rich websites for these local media companies where loyal visitors are acquired via these trusted, local brands. Since launching our first Community Marketplace website in January 2008, Matchbin has grown to over 540 local websites and enjoys partnerships with many leading local media partners.

Examples of Matchbin’s hosted partner websites:

- <http://thepress.net/>
- <http://prepgameface.com/>
- <http://www.heraldsun.com/>
- <http://www.annistonstar.com/>
- <http://www.fetchtoto.com/>
- <http://blinc.eagletribune.com/>
- <http://www.mdjonline.com/>
- <http://times-georgian.com/>
- <http://www.warwickonline.com/>
- <http://www.theplainsman.com/>

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