

Director, Client Development

- Full-time

Who We Are

We are a data driven team that engages with brands who strive to provide relevant marketing to consumers.

Path2Response is comprised of data visionaries and cutting edge technologists. Together, we are blazing a path to help our clients acquire new customers. We actively partner with our clients to provide innovative, data based solutions that allow them to create and maintain profitable relationships with their customers. Our goal is to create great products that perform for our clients.

What We Do and How We Work

We identify which consumers are the best for each of our client's marketers to contact. How do we do that? By applying analysis tools like predictive modeling, data visualizations, and machine learning to the rich data collected from Path2Response's partners. Path2Response emphasizes innovation. New ideas are welcomed and encouraged. The company has deep industry experience and individuals enjoy sharing their expertise.

Position Overview

This position reports to the SVP, Client Development and is responsible for driving the acquisition of new clients to Path2Response. The Director, Client Development will maintain and create a well-qualified and rich pipeline of prospective opportunities. They will handle all aspects of generating new business and work with our Operations and Account Services team to ensure client onboarding is complete. They will manage their pipeline with limited supervision, be abreast of the business implications, and have a keen sense of urgency and strong follow-up skills.

Principal responsibilities

- Own the pitch process from start to finish including legal documentation, onboarding data, and transitioning to the Account Services team.
- Create comprehensive, compelling and effective proposals
- Ensure contact database is continually updated
- Travel as needed to achieve your goals
- Regular reporting on progress
- Bring market knowledge

What You Need to be Successful in this Role

- 3-5 years of experience in direct marketing or advertising, catalog and online retail experience preferred
- A proven track record in developing and onboarding new clients
- Excellent communication skills (verbal and written), presentation and listening skills
- Hands-on, motivated self-starter with the ability to take direction and manage tasks with minimal supervision within an energized, collaborative and entrepreneurial environment
- Can quickly grasp business software tools
- Is flexible and resourceful
- Ability to travel up to 50% of time
- Loves being part of a winning team

Nice to Haves

- Experience in B2C direct mail and digital marketing
- Experience working in early stage companies
- Work in technology focused organizations
- Experience in a high transaction focused environment
- Experience with Salesforce, Google Apps,

Additional Accountabilities

- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

Supervises

- None