






JOB DESCRIPTION: CHANNEL MANAGEMENT AND SALES LEADER

DeepTarget is on the move! We are looking for a talented sales leader who has experience working the indirect and direct channels to fuel our growth. The successful candidate will play a key role in achieving our customer acquisition, market share and revenue growth objectives. They must be comfortable working with channel partners or working directly with mid-to-large financial institutions, generating interest for our products, qualifying prospects and navigating through financial institution organizations to reach decision makers and influencers, undertaking presentations and demos (usually online or virtual), and ultimately, progressing and closing sales.

The ideal candidate will have experience selling financial technology into mid-size banks and credit unions across the US. They will have the ability to target potential leads and pursuits, including existing contacts within this industry and use appropriate sales strategies and methods to reach the right level of decision makers within an account. Utilizing existing knowledge about financial institutions and their marketing initiatives, the sales executive will be expected to effectively persuade prospects with compelling presentations of DeepTarget SaaS solutions. This is a position that requires a high level of detail orientation and organization skills allowing you to work with multiple prospects concurrently and at different sales stages, while actively closing deals.

Key Responsibilities & Attributes for Success

- Partner Management – Target and develop opportunities with partners to maximize bookings and revenue. Partners may be referral, reseller or OEM partners.
- Sales Management – Manage current and new account executives who are selling DeepTarget either directly to financial institutions or working with partners.
- Sales Quota and Pipeline Management – Assume responsibility for delivering an annual seven-figure sales quota. Utilize DeepTarget's CRM (Salesforce), to record, track and report sales opportunities.
- Proposal and Solution Development – Work with other team members to design proposals and recommendations aligned to client needs. Possess strong written communication skills with the ability to convey DeepTarget's solutions, value, benefits and scope of work to prospective clients.

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- New Customer Acquisition – Target and develop opportunities with key decision makers (typically Directors and VPs of Sales and Marketing) and cultivate opportunities to present DeepTarget's products and services. Work with marketing on key acquisition strategies.
- Organic Account Growth – Work with DeepTarget account owners and key client contacts to identify new revenue opportunities within DeepTarget's existing account base.
- Sales Expertise and Industry Insight – Maintain a current knowledge of the Financial Services industry trends, opportunities, channels, products, and competitors to support the identification of business development opportunities. Leverage internal resources to enhance your efforts.
- Recruiting account executives – Work with executive management to identify gaps in sales (either direct or indirect) and fill them with the right, qualified candidates.

Other Notes about the Position

Industry experience is mandatory.




Compensation will be divided into three components: Base, Variable and Equity (restricted shares or stock options).

Our headquarters is in Huntsville, Alabama and we would love to have you here, but the right candidate may work from anywhere in the United States. Reliable internet access and remote office space are requirements.

The job title for this position will be commensurate to experience and qualifications, e.g. Director, VP or SVP.

References must be provided upon request.

To apply, please send your resume to jobs@deeptarget.com.

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