

CURRENT OPENINGS | DE

Job Title: **Senior Manager Partner Development**
Department: **Media**
Location: **Munich, Germany**

ABOUT ADCONION

Adconion Media Group is the largest, privately held independent global audience network and intends to position next to Google and Yahoo! Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network. The company provides innovative products and high ROI for advertisers and competitive revenues for publishers. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population. In the U.S. Adconion grew faster than any other network – 62.3% – in the year ending November 2008, according to comScore Media Metrix. Adconion is an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, AdconionTV, and branded content development and distribution arm, wholly-owned subsidiary RedLever (www.red-lever.com).

The holding company is a UK company with corporate offices in the UK, Germany and the US. We have sales and media offices around the globe including Germany, France, Spain, Canada, the UK, the US, and Australia with more coming soon. Most recently, Adconion completed a record US\$ 80 million of funding, and acquired Frontline Direct, a US based email and database marketing specialist. We won the Investor AllStars award for 2008 “Deal Envy of the Year” in addition to being named to the Library House list of the hottest 100 private mediatech companies in Europe. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

THE POSITION: SENIOR MANAGER PARTNER DEVELOPMENT

Are you an account professional with a flair for winning hearts and minds? Do you want to work at one of the most progressive online advertising companies? Do you love interacting with people and hyper-growth entrepreneurial environments?

Adconion is looking for a talented and motivated individual with online advertising experience and strong analytical skills to join our team. This is a critical and challenging leadership role. The Senior Manager Partner Development will take charge of the Business Development functions within the GSA (Germany, Switzerland, Austria) operations. Reporting to the Commercial Director, you will lead strategic direction of the media supply function which currently constitutes a variety of different site-representation models. With your extensive digital knowledge, you will be required to develop relationships at a higher level with publisher partners in GSA to ensure that Adconion has the best possible performing inventory on which to run its client's campaigns. In addition, you will lead and develop the Media team in achievement of these objectives.

KEY RESPONSIBILITIES

- To lead and grow Adconion's media function in GSA with responsibility for media buying and company gross profit margin.
- Perform in-depth analysis of both publishers and the network and develop strategies and attractive business models to optimize and enhance further growth of our publisher network
- Co-represent the company in online media associations and committees



- Act as an inspiration for the AMG media team
- Grow and develop team size and structure according to agreed sales-, margin- and profit targets in close coordination with Commercial Director
- Develop close relationships with publishers and position Adconion as preferred network partner.
- Establish video advertising campaigns as a valuable part of the Adconion product offering
- Permanently be in direct exchange with other AMG entities to share best practices and transfer successful business models to the GSA market
- Work in a close-knit country management team to ensure revenue and profit targets are exceeded
- Continuous exchange with the local sales teams in Germany to match media structures of the Adconion content network
- Close cooperation with the product team in developing attractive packages
- Provide team with ongoing training, both structured and on-the-job

REQUIRED SKILLS/EXPERIENCE

- Degree level education or equivalent educational background or experience.
- Track-record of exceeding revenue and/or profit goals
- Extensive, high-level GSA and/or international publishing contacts
- Hands on approach - ability to swiftly get to grips with complex systems, models and processes and provide input early on regarding improvements
- Strong negotiation skills
- Comfortable with digital pricing models - (CPM, CPA, CPC) and implications for our business
- Strong management credentials, able to drive results through motivating, coaching and influencing a team and enabling them to perform at the highest level.
- Excellent presentation, communication and interpersonal skills with the ability to articulate and deliver messages effectively.
- Experience of developing and delivering against strategy
- Outstanding customer service skills
- Familiarity with using proprietary software tools and excellent working knowledge of Microsoft Office
- Working knowledge of ComScore, Nielsen and other auditing tools
- Demonstrable experience gained from within a digital sales network, agency or sales house.
- Bright, charismatic, inspirational with the ability to win credibility internally.

WHAT YOU SHOULD BRING AS WELL

The successful candidates will thrive in a competitive and fast-moving entrepreneurial business environment while adhering to high ethical standards; will exhibit confidence, empathy and intelligence in discussions with business owners and marketing executives; will devote significant off-the-job time to improving their understanding of the online advertising world; will interact in a co-operative and friendly manner with co-workers; and will perform at a consistently and high level with minimal need for supervision or management.

If you are focussed, energetic, and looking to make a difference in your next career move - genuinely excited by the opportunity to stamp your mark within this company that has ambitious plans for expansion we would like to hear from you!

Please send your resume along with a cover letter and salary requirements to jobs-de@adconion.com.
Please indicate 'Senior Manager Partner Development' in the subject line.

