

VP of Advertising Sales

[E-mail jobs@gtxventures.com to apply]

GTX/Surgery is looking for an experienced Vice President of Advertising Sales to join our growing team. GTX/Surgery creates visually spectacular, cutting-edge educational and medical training experiences delivered through mobile devices. Intended users are specialist physicians who regularly perform surgical procedures (e.g. general surgeons, orthopedic surgeons, otolaryngologists, gastroenterologists, cardiologists, etc.). The Vice President of Advertising Sales finds relevant advertisers and sponsors who are eager to reach these audiences.

The ideal candidate will have extensive experience in selling digital marketing solutions to major pharmaceutical and medical device manufacturers; holds deep decisionmaker relationships with companies and media agencies, and possesses a proven track-record in closing successive deals and strong renewals rates.

GTX products offer a growing range of unique opportunities for clients to showcase their brand directly to their target audience. We are looking for a creative and innovative sales leader who will find new ways to integrate sponsors and advertising into our products - delivering ROI to advertising partners and improved user experience to our physicians.

This position is based in Chicago. Outstanding remote candidates will also be considered.

Responsibilities:

The VP of Advertising Sales will be responsible for cultivating and developing high-level client relationships and serves as a trusted consultant to senior marketers and agency partners

- Sell current and custom digital marketing solutions and mobile ad products
- Create consultative sales presentations using market trends, client research, and industry specific case studies
- Competitive intelligence gathering and market analysis to identify prospects based on advertising spending patterns, FDA pipeline, and product life cycle
- Work collaboratively with core product teams to design commercial solutions to drive revenue growth
- Ensure that our clients receive the highest level of sales and operational customer service by leveraging a highly consultative approach
- Work with clients to present ongoing performance metrics for campaigns
- Drive the RFP process; execute and deliver high quality answers.
- Serve as an industry expert in digital advertising

- Possess strong communication and presentation skills; ability to pitch new business to clients and advertising agencies.
- Exceed sales, pricing and yield goals; effectively manage to an individual quarterly sales goal.

Qualifications:

- Proven history of building successful relationships with brand managers in pharmaceutical and medical device companies
- 5+ years advertising sales experience selling to pharma and/or medical device; Experience selling video advertising inventory is a huge plus.
- Experience working with clients through med-legal review process for creative and messaging
- Experience with brand and media planning, and all aspects of the procurement process
- Deep understanding of physician engagement metrics and how to structure sponsorship media deals, including pricing
- Deep familiarity with Salesforce or similar solution
- Broad understanding of digital sales, business development and/or strategy within the marketing industry
- Ability to travel as needed.
- Bachelors' Degree required

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