

DIRECTOR OF SALES (North America)

Ci a strategic brand and research consultancy specializing in the cultural shift to sustainability, is searching for an experienced and entrepreneurial Director of Sales.

This pivotal role at Ci will be tasked with leveraging The SHIFT Report™, its proprietary market research and insights tool with multiple insight product offerings, in order to drive new business, deepen existing relationships, monetize additional revenue opportunities, identify/execute strategy, and negotiate deals.

The Opportunity

Reporting to and working directly with the CEO, the Director of Sales is responsible for:

- Driving sales strategy to meet annual sales targets and revenue goals;
- Proactively researching, generating and cultivating leads to drive deals and achieve quarterly quotas;
- Managing and expand existing client relationships;
- Managing and expand existing prospect relationships;
- Developing Affiliate Alliances for insight products;
- Setting up virtual demos and sales meetings;
- Managing and update new business pipeline;
- Developing proposals and inform team on pricing insights for offerings;
- Closing business and transition client to the CEO for introduction to Ci, The SHIFT Report and on-boarding process;
- Working with marketing and product development team to find new ways to acquire customers; during client engagements and marketing events;
- Aiding Ci leadership team in providing input on market insights/key messages of interest to clients.

Skills

- Effectively teach and continually educate our clients on methodology, approach to insight, application of The SHIFT Report and product offering.
- Quickly build rapport and effectively manage expectations of clients, potential clients and internal Ci team (management, creative strategy, design, advisory board).
- Prioritize, organize and document in a time-sensitive environment.
- Familiarity and experience in the insight and research business.
- Critically think and capture the information-needs of our clients and uncover new business opportunities, product streams that leverage The SHIFT Report.
- Collaborative and open to change
- Comfortable with a range of client, target and affiliate audiences from the NGO and sustainability sector to Fortune 500.

Qualifications:

- A demonstrated track record of sales success at the senior executive level within Fortune 1000
- Experience with intangible product sales preferred
- Self-starter with talent to succeed in a start-up environment
- Ability to identify, develop and close new market opportunities



Ci: Conscientious Innovation
Strategic Research + Brand Consultancy

- Excellent written and oral communications skills, thought leadership and passion for innovation.
- Experience in research and strategic targeting the following industries a plus: energy, media, automotive, marketing agencies, design & innovation agencies.
- Direct experience in the CSR and Sustainability marketplace not a requirement but familiarity with various stakeholders a plus.

About Ci

Ci is a strategic brand and research consultancy specializing in the cultural shift to sustainability and the relationship between people, sustainability, culture and brands. Our focus and forté at Ci is understanding the cultural shift to sustainability, and turning that understanding into business opportunity.

When we say 'cultural shift to sustainability' here's what that means: People are redefining the criteria upon which they make lifestyle choices, purchase decisions and engage in brand relationships: connection, consciousness, authenticity, integrity, social responsibility. We understand this new consumer shift, the culture in which it's happening and the impact it has on lifestyle choices and brand relationships.

At Ci, insight is a tool that must be actionable, and we are focused on delivering insight for innovation, business success and positive change. We design, produce and sell research that does this: The SHIFT Report™. Our clients include local, national and international brands committed to thought leadership and innovation.

The SHIFT Report insight, brand frameworks and its specific research products uncovers brand opportunities that deliver on business priorities in four areas: product, positioning, partnerships, marketing communications. The SHIFT Report is a strategic research tool designed to deliver across these areas.

The culture

Fun, fast-paced, entrepreneurial, and results driven: We look for people to join our team who combine a collective passion for 3 things: business success, innovation and positive change.

Interested? Here's the next step:

Please introduce yourself by emailing your resume and cover letter to kierstin@ci-shift.com