

## **Business Development Executive**

The Trade Desk is changing the way global brands and their agencies advertise to audiences around the world. How? With a media buying platform that helps brands deliver a more insightful and relevant ad experience for consumers – and sets a new standard for global reach, accuracy, and transparency. We are proud of the culture we have built. We value the unique experiences and perspectives that each person brings to The Trade Desk, and we are committed to fostering inclusive spaces where everyone can bring their authentic selves to work every day.

So, if you are talented, driven, creative, and eager to join a dynamic, globally-connected team, then we want to talk!

### **WHO WE ARE LOOKING FOR:**

Do you love finding new ways to tackle a client's problem? Are you a good listener who values empathy, integrity? Is your middle name 'Grit' and do you love collaboration, too? Do you enjoy developing relationships? Here at The Trade Desk, we're in search of Account Executives who are master relationship builders, strategic sellers and creative problem solvers to join our growing team.

### **WHAT YOU WILL BE DOING:**

- Develop and close new ad agency leads to use The Trade Desk technology
- Schedule and conduct meetings with ad agency decision-makers
- Email and call potential clients and leads to set up meetings
- Communicate the value of The Trade Desk media buying platform by walking through detailed demonstrations of the product
- Execute on a strategic plan to achieve revenue goals by understanding target audiences, determining the most effective media mix and evaluating media campaigns and strategies
- Hit monthly and quarterly revenue targets
- Respond to RFPs and prepare customized proposals to win new business
- Grow current accounts by identifying and closing up-sell opportunities
- Understand competitive differentiators in fast-changing online advertising landscape
- Work with the product team to help share customer insights to shape our product
- Collaborate with the trading and account management teams to upsell clients

### **WHAT YOU BRING TO THE TABLE:**

- Bachelor's Degree with at least 3+ years of experience in online advertising in outbound sales particularly in Southeast Asia markets. Multi-market exposure is ideal.
- Experience at an online publisher, ad network, ad exchange, ad server, SEM platform, DSP, or other online advertising role
- Relationships with advertising brand or agencies; media buyers and technology decision-makers
- Strong quantitative skills and negotiations ability
- Strong presentation skills
- Diligent Pipeline management/ reporting



- Self-starter – able to tackle new clients or territories with little guidance but lots of enthusiasm
- Quick learner – able to rapidly grasp new technology and product changes
- Able to travel 10 to 20% of the time including some overnight travel
- Experience in managing longer sales cycles with many stakeholders
- Comfortable working with several different teams inside The Trade Desk to collaboratively grow an account
- Proven track record of exceeding revenue expectations

*The Trade Desk is an equal opportunity employer. All aspects of employment will be based on merit, competence, performance, and business needs. We do not discriminate on the basis of race, color, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under federal, state, or local law.*