

THE DRONE RACING LEAGUE

DIRECTOR OF PARTNERSHIP SALES

LOCATION: New York City

START DATE: Immediately

BACKGROUND:

The Drone Racing League (DRL) is the premier, global drone-racing circuit and producer of world-class sports content. We are seeking a Director of Partnership Sales to expand and strategically support the brand partnership revenue function at DRL. Responsibilities include identifying, pitching and signing global brand partnerships and establishing corporate sales opportunities across DRL properties. The candidate must have a track record of individual success as a revenue generation leader and B2C/B2B sales driver for an international sports, entertainment or events properties.

ROLE OVERVIEW:

The Director of Partnership Sales will be part of the Revenue team accountable for securing commercial opportunities across the business. The role will be accountable to strategically expand partnerships revenue each season across the DRL global race circuit (DRL Allianz World Championship 'DAWC'), the DRL SIM and esports Tournaments (Player to Pilot), AI Robotic Racing Circuit (AIRR) and custom content, event and technology assets built by DRL for external partners.

The individual must be a creative, solutions oriented individual capable of building an individual pipeline and closing deals directly (including developing structure and pricing, negotiating terms, finalizing contracts, etc.). The role will be actively evaluated on their individual pipeline and current proposals.

The Director of Partnership Sales will work closely with the rest of the revenue team members in all new business activities, inclusive of managing junior sales team members.

Key Responsibilities:

- Identify categories, brands, regions and industries presenting potential partnership revenue opportunities for DRL
- Leverage personal and professional network to access a variety of influencers and decision makers across the brand and agency ecosystem
- Build an individual pipeline of potential partners and brands for existing and future DRL properties, including international brands across all categories/industries

- Individually lead select sales and pitch process across brand and event partnership opportunities in order to close deals and drive revenue across global race series
- Drive visibility of DRL vision, capabilities and opportunities within key networks, industries and stakeholders
- Work collaboratively as part of DRL Revenue team to ensure alignment on value proposition and opportunities

Candidate Profile:

- Extensive experience in sales/revenue generating roles for property or content owners
- Track record of closing 7 & 8 figure multi-year deals with blue chip brands
- Strong understanding of how brands think and what assets will be most attractive to them
- Ability to think creatively and effectively package linear, digital, social and media assets
- Significant managerial experience within a sales environment
- Extensive network with relevant key decision makers and senior executives globally
- A background of working at a senior level within a highly commercial sales organization
- Strong understanding and experience in negotiating complex, customized partnerships
- An excellent communicator and accomplished presenter
- Willingness to travel extensively

If you are interested in applying please send your resume to jobs@drl.io