

**Business Development Manager -Fan Engagement/ Free to Play**  
at Genius Sports  
New York, United States

**The Role**

The Genius Sports Media & Engagement commercial team is tasked with promoting and selling our technology and services to sports leagues, media companies, technology companies, traditional brands, and sportsbook operators. The business unit is making an aggressive push to deliver high-value media solutions and technologies to publishers and advertisers.

This Business Development Manager role will be focused on selling Genius' market leading Media & Engagement products, including our free-to-play products which include, Trivia, Bracket style, Predictor, Pick 'Em & Fantasy games, to advertisers/brands and sports leagues/teams. Candidates should have a comprehensive understanding of generating new business within digital marketing and sponsorship as well as some understanding of sports betting.

**Key Responsibilities:**

- Build and manage a revenue pipeline of new customer accounts to meet or exceed sales goals.
- Serve as the initial point of contact externally to uncover and clarify prospect needs, align business objectives with the Genius Sports portfolio of offerings, propose and refine a solution, and develop the business case.
- Work with internal teams to develop the commercial approach and negotiate contracts and terms.
- Work with product team to provide customer input on required product features.
- Participate in RFP process to help win new customer business.
- Document and transfer knowledge regarding the account to internal Genius Sports team members involved in the new customer onboarding process.
- Manage the relationship with the prospect throughout the process to ultimately close a deal.
- Proactively maintain broad-based domain knowledge of the key customer segments and emerging markets.

**Skills & Requirements:**

- Bachelor's Degree.
- At least 3 years of experience in a business development "hunter" role.
- Existing advertising buying and planning agency relationships as well as client direct relationships preferred
- Experience selling free-to-play style products & games preferred
- Deep understanding of the programmatic ecosystem and experience in selling video/display campaigns.
- Knowledge of sports and technology. Strong understanding of the sports content and advertising ecosystem preferred.
- Hands-on experience developing and executing strategies to prospect, cold call, win business, and sell ideas to new accounts.
- Knowledge of sports betting a plus.
- Able to think analytically, navigate complex and lengthy sales cycles, and create own pipeline & roadmap to convert prospects to customers.
- Strong organizational, issue resolution, and decision-making skills are required.
- Superior oral and written communication skills are required, including: the ability to create and deliver compelling, customized sales presentations that address the core business issues and opportunities faced by the prospect; the ability to engage with all levels of the customer's organization and internal cross-functional teams.
- Willingness to travel for customer meetings, trade shows, and other business purposes.
- Self-motivation and professional discipline with excellent follow-through.
- Proven track record of achieving aggressive sales growth targets.