



PROGRAMMATIC SALES MANAGER

About the company

Gammed Group is a leading global programmatic and ad tech company, headquartered in France. With more than 6 regional hubs managing more than 80 markets. Gammed is expanding their operations in the Middle East and are looking to bring on a Programmatic Sales Manager who will collaborate with a Sales Director and Regional MD in accelerating the adoption of our programmatic technology sales solution to Advertising, Digital and Media Agencies and advertisers direct.

This is a high-growth, fast-paced, consultative sales role requiring specific programmatic marketplace expertise and a proven track record in negotiating and structuring long-term relationships with programmatic demand sources.

Skills & Knowledge you should possess:

- Will have strong regional relationships with key decision makers at both agencies and brands
 - Has in-depth experience and a proven track record in programmatic and/or Digital sales
 - Currently working in the programmatic/RTB/network space
 - Experience in RTB/programmatic (sell side preferred)
 - Existing and current relationships with key decision makers at all levels of influence within agencies, and client direct
 - Excellent knowledge of industry trends, technologies and pricing models
 - Active in industry trade and networking events
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- 3+ years of experience in digital advertising sales or Programmatic sales
 - Solid communication, presentation and relationship building skills
 - Specific knowledge of programmatic industry trends, platform, technologies and pricing models
 - Strong analytical skills
 - Preferred candidates with fluent Arabic and strong English (verbal and written skills) French will be an appreciated added value

Education

Masters or Bachelor's Degree or comparable combination of education/experience

Key job responsibilities

- Present and communicate the unique value proposition of key audience segments and how to effectively reach them through programmatic channels to agencies and advertisers direct.
- Actively collaborate and consult with Sales Director and Regional MD to identify



new business opportunities and maximize new revenue flow through programmatic channels.

- Work closely with Agencies to build long-term successful partnerships.
- Work alongside both internal and external stakeholders to build strategy and drive innovation in the programmatic space.
- Develop RFP responses that drive ROI while delivering against client business needs & objectives.
- Exceed quarterly/annual programmatic sales targets and business margin goals.
- Display a strong working knowledge of all current forms of new media (display, mobile, video, social, data, rich media)
- Utilize Salesforce to consistently and accurately record sales activity, deal pipeline and forecast revenue.
- Day to day client servicing & management and coordination with pre sales, trading and analytics team.

Location,
Dubai, UAE

Job type
Full-time, Permanent