

PerformanceScience – Director of Business Development Position Posting

Matrex Exhibits, Inc. www.matrexhibits.com is an award-winning experiential marketing agency, creating exciting, compelling exhibits, events and environments for market-leading companies. We seek an entrepreneurial Director of Business Development to drive our fast growing PerformanceScience department. This department is being spun off and incorporated to create a cutting edge interactive activities and media agency to engage visitors, capture data, educate attendees on client communication objectives, and leave them buzzing about an indelible experience.

The Director of Business Development will drive this newly emerging, fast growing business to its full potential. This position focuses on marketing and selling interactive games, live activities, themed productions, promotions, videos, and animations. The venue for these creations is tradeshow, mobile marketing campaigns, meetings, events, and other experiential environments. The position requires a sales & management professional with an intuition for capturing a customer's attention and a drive to forge new opportunities while leading the department. We will arm you with top notch, award winning, creative and a production staff. Our concepts combine the latest interactive technologies with brilliant creative content, generating unparalleled innovative solutions.

The ideal candidate is a proven player in selling Creative Services in the Interactive Media, Video Gaming, Exhibit, Event Marketing, or Mobile Marketing industries. You MUST be experienced in sales and account management, with a proven track record of closing new business. You should have an optimistic, outgoing, and entrepreneurial approach with dazzling presentation skills, both written and verbal, and an ability to brainstorm on your feet. You should be comfortable discussing new technology and be a quick study with a broad area of interests; plus a solid understanding of human nature and social psychology with an interest in interactive learning.

You must have a passion for prospecting and closing business, with spontaneous face to face pitching or old fashioned cold calling. You should be a strategic thinker with a flair for marketing—a design or creative background will be useful. Most of all, you should be a driven person with a great sense of humor to fit well into our culture.

Responsibilities:

- Develop, review and direct the division business plan, marketing vision and financial goals
- Direct and create sales in targeted industries
- Leverage your existing industry contacts and supplier references
- Convert qualified sales leads into highly valued long-term repeat customers
- Collaborate with a small project team of producers, writers, designers, and developers to create new concepts and execute projects
- Provide creative selling solutions to customer needs
- Direct ongoing account management post-acquisition
- Direct full-time and freelance staff scheduling
- Control and manage all time & expense report approvals

Qualifications:

- Minimum 10 years of sales, account management leadership experience
- Experience selling creative services
- Proven, quantifiable track record of sales success
- Fortune 1000 account experience requiring long-term relationship building
- Strong drive and discipline for prospecting, qualifying, developing and closing new accounts
- Fluency at creating sales presentations in PowerPoint
- Excellent written and verbal communication skills
- Understanding of interactive technologies and/or knowledge of the pharmaceutical industry a plus

Reports:

Directly to the President and/or CEO of Matrex Exhibits, Inc.

We offer an attractive commission structure as well as company health, dental, & vision insurance, and 401(k) with employer match.

Applicants should send email a cover letter and résumé with "PS – Dir of Biz-Dev" as the subject to careers@matrexhibits.com No phone inquiries, please.