

Associate, Business Development (Bangalore/Delhi)

Vizury Interactive is a leading behavioural advertising solution provider headquartered in Bangalore, India. We are backed by leading VC firms from India, Singapore & Silicon Valley and work with leading marketers in the banking, stock trading, financial services, ecommerce, travel & leisure, dating & automotive space amongst others. We are present globally in China, Singapore, Australia, Spain & UK, either directly or through strategic partnerships & are aggressively expanding its foot-print into four more markets.

We help the advertisers optimize their RoI through our targeting platform by letting them have 1:1 conversations. Our path breaking product, **Visitor Relationship Management (VRM)**, enables advertisers to engage and monetize online drop offs'. The 1:1 marketing conversation is enabled through thousands of highly personalized rich media ads that are powered by statistical modelling of user behaviour, dynamic message generation module and a high calibre response optimization system.

We are breaking new ground every day and are expanding our count of **Vizurians.** We are currently looking out for highly motivated, self-driven intellectuals to come join a high calibre Organization and be a part of a great success story. Details are as append:

Designation - Associate, Business Development. Location – Bangalore/Delhi

The person would be primarily responsible for Managing Existing Relations and Adding New Clients.

Detailed description would include and involve:

- Initiating and rolling-out all new business development & account management activities
- Identify opportunity for growing account size
- Forging strong working relationships with sponsors at assigned clients
- Own the client deck/proposition & account management processes
- Conduct opportunity & competitive analysis & fine tune the pitch from time to time
- Actively contribute to product enhancement based on trends & client feedback

The ideal candidate background would be as follows -

- Engineer from a reputed Institution
- MBA from a reputed Institution (Specialization: Marketing, Finance, IT)
- Has 0-2 years of B2B business development experience, post MBA
- Has worked in sales, pre-sales or BD functions in a B2B set-up
- Has strong internet domain knowledge (SEO, SEM, GA)
- Appreciates technology (HTML, JAVA, XML, PHP) and its ability to create value
- Has experience managing/interacting with cross functional teams
- Has a keen eye for identifying potential area of concern and new avenues for growth
- Has experience invoicing and managing collections
- Has strong verbal and written communication skills
- Has strong interpersonal skills
- Experience of having worked in a start-up is a plus