

A modern office interior with glass partitions, desks, and a lounge area. The scene is dimly lit with a purple hue. In the foreground, there's a blue armchair and a matching ottoman. In the background, there's a white sofa and a wooden coffee table. The office is furnished with desks, computers, and various office supplies. The ceiling has exposed pipes and several pendant lights.

zapr

**Sr.Associate - Sales Strategy
Bangalore**

About Us:

ZAPR Media Labs is an early stage media-tech company operating at the intersection of mobile advertising, digital signal processing and data analytics. We're seeking to better understand the media consumption preferences of billions of individuals and build a bridge between the offline and online worlds, providing real cross-device audience engagement capabilities to brands and agencies. We've developed a proprietary audio content recognition platform that analyses the television viewership of over 500 TV channels, radio and cinema and profiles millions of users on their media consumption.

Deployed across millions of smartphones, Zapr has rapidly grown into one of the world's largest media consumption repositories and audience platforms, ushering in greater transparency and Efficiency into media planning, media analytics and audience engagement. We're venture funded and are backed by global media conglomerate - 21st Century Fox & Star India, as well as Flipkart and Saavn, and VC funds and angel investors from Singapore, Europe, US and India.

Located in Bangalore, we're currently one of the industry's leading research facilities in ACR/media detection technologies, and we're building some exciting technology platforms - across data analytics and ad-tech space at massive scale - that can leverage our media consumption data and enable content owners and brands to identify, connect and engage with their target audiences across the offline (TV) and online (Mobile, Apps, Social) universe.

Additionally, we're also expanding beyond audio into the exciting domains of image and video recognition.



Roles & Responsibilities

Associate

Location: Bangalore

At ZAPR we work with some of the marquee clients across industries ranging from some of the country's top broadcasters to the top media agencies and brands. And yet, we still have a lot of uncharted territory in terms of customers we work with. The focus is not only on ensuring that we continue to help our existing customers with their needs and requirements by delivering top notch post campaign analysis and drive additional campaigns with them but also onboard a new set of customers who can benefit from our technology. We have a dedicated sales team which continues to drive our account management and new customer acquisition while our Ad-Ops team owns campaign delivery. This Sales Strategy Specialist role has been specifically carved out to a) provide centralized pre-sales support to our sales team in their efforts to increase our share of wallet with existing customers and bring onboard new customers and b) support Ad-Ops team with post campaign analysis and insights that tie back to the campaign objective

The daily task will revolve around and is not limited to:

- Research: Customer industry trends, key business priorities and challenges for existing/potential customers
- Solutioning for Clients: Understand the problem statements shared by clients or Zapr sales team and draft solution proposals for them
- Proposal Presentations: Create presentations / documents with proposals as per the problem statements shared by the clients
- Account Planning: Help in creating customer wise sales strategy including account potential, current share of wallet, whitespaces, cross-sell and up-sell opportunities
- Cross-functional coordination: Work closely with Sales, Ad-Ops and Marketing teams to drive overall Zapr growth objectives



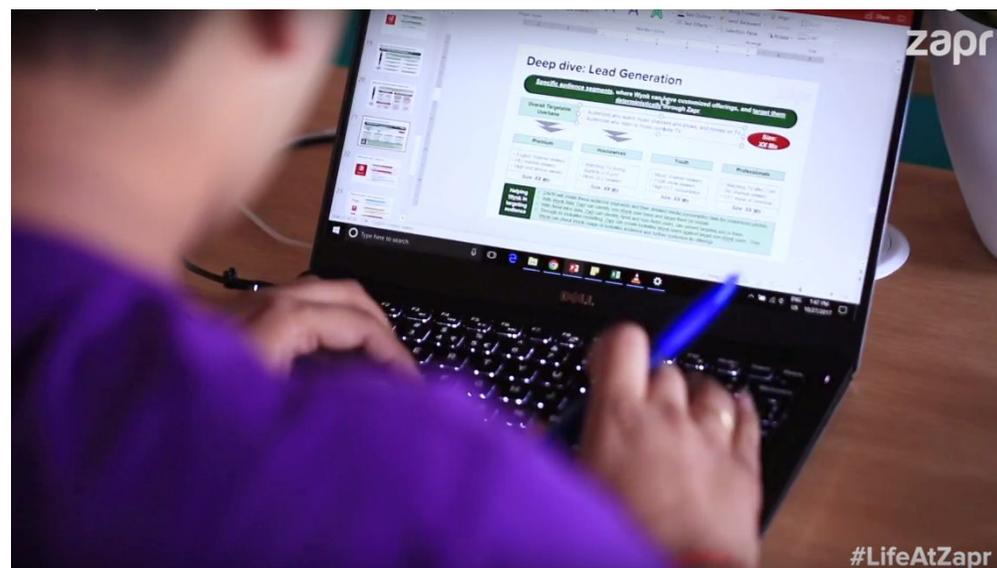
This candidate must have prior experience and a proven ability as Pre-Sales consultant/research specialist. The role will require the person to quickly pick up the business drivers for diverse industries, use smart ways to research on companies and their priorities, connect the dots to recommend what the sales team should pitch to these customers as well as ability to look at large data sets to drive insights for post campaign analysis. They would either have prior experience in a pre-sales role or be a part of a research team at a corporate or at a specialized research agency or at a consulting firm. Candidates working in a research role in a corporate can also apply.

Requirements

- At least 2 years prior experience in a Consulting or a Sales Strategy or a Pre-Sales or a Research role
- Have business acumen and a keen understanding of key business drivers
- Ability to leverage multiple sources for secondary (and primary) research
- Must be able to quickly come up to speed on a new industry
- Exceptional attention to detail and ability to connect dots between research and sales objectives
- Ability to work independently and multi-task with minimal supervision
- Comfortable working in ambiguity in a fast-paced environment
- Capable of presenting the analysis in a clear and easy to understand PPT format
- Business degrees will be preferred
- Exposure to Television/Media & Entertainment industry a plus but not mandatory

Contact Details

Kindly send a brief note highlighting your interest and prior experience to Anjali Kumar, at anjali@zapr.in, or call at +91 – 8884779362.



Why Zapr?

We're building the un-built

We're inventing the future with disruptive technology; we're lifelong learners.

We're comfortable with failure

We take ownership and work outside of our comfort zones, always pushing boundaries.

We're friends first, colleagues later

We enjoy each other's company, and that makes all the difference.

We stay committed, and we're accountable

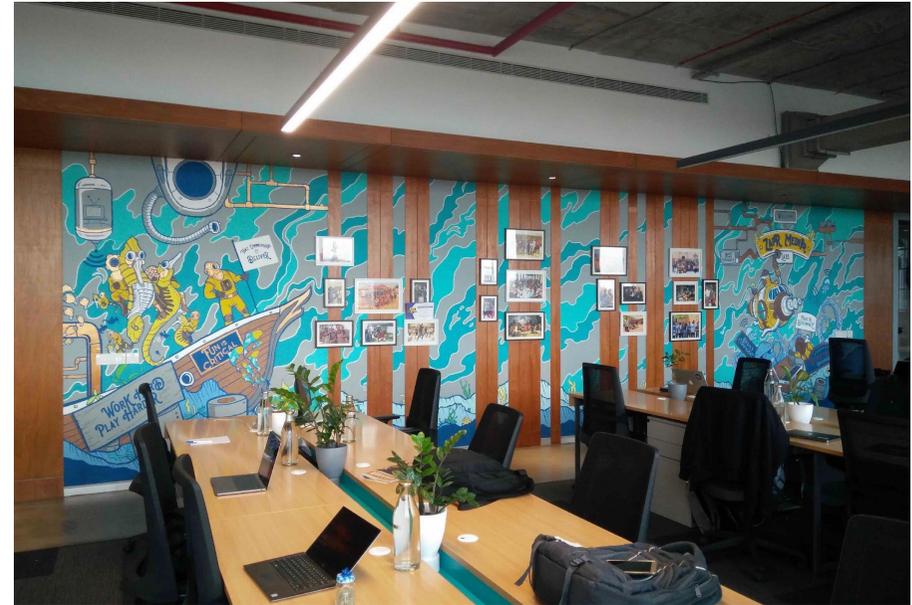
We stretch and wear many hats, defining by ourselves what we want to achieve.

We listen, think and speak

We hear each other out and speak our minds. We're open to ideas, people and the possibility of being wrong.

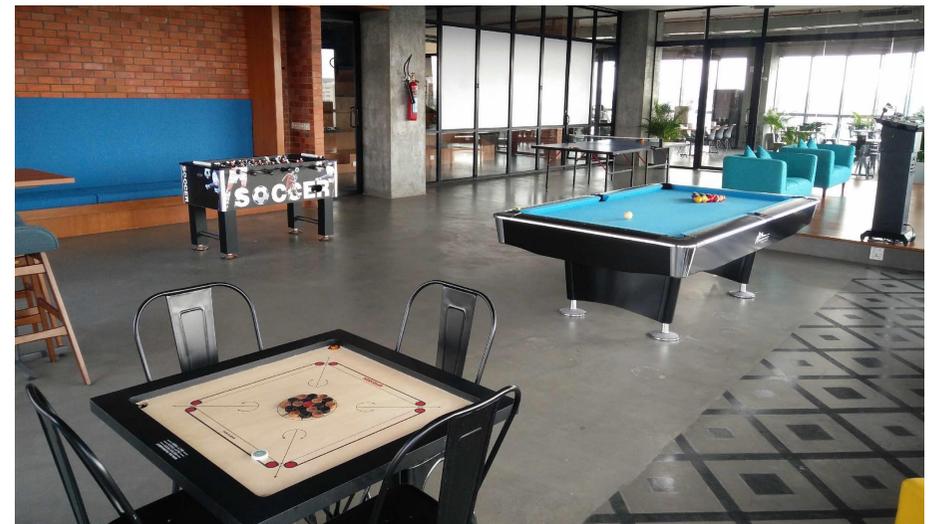
We're genuine and authentic

We care for one another - our team, partners and clients. We learn from our failures and improve.



Perks at Zapr:

- Our work hours are super flexible.
- We have an amazing office with a huge playzone and a cafeteria.
- Xbox, Pool table, Table tennis.. You name it, we have it.
- Our cafeteria serves all day breakfast, variety of juices and lunch too!
- #UnwindFridays - Every Friday evening is a party at Zapr
- We have various internal clubs - Outdoor/Indoor sports, Music, Books. We look forward to you starting your own club too :)



#LifeAtZapr - The team talks!



Archit Seth

Archit works in the Engineering team at Zapr. Watch what makes him happy and solve crucial problems everyday

<http://bit.ly/2JrrU2w>



Suzanne Sangi

Suzanne works as a Sr. Content Writer at Zapr Media Labs. Watch her talk about what makes her life at Zapr amazing!

<http://bit.ly/2NkuSZe>

REVIEWS @ GLASSDOOR

“Good tech problems to solve, good culture where you can try better solutions, very clear goals & lots to learn are the biggest pros at Zapr.”

Current Employee - Senior Engineering Manager in Bengaluru

“I have been with this company for close to an year. Having experienced working with few other companies/startups before, I believe the work environment and culture the CXO's and VP have created and sustained over my tenure is commendable and unique. The work is satisfying in terms of scope of learning and their innate challenges. The team is pretty young and working together on different problems is fun.”

Current Employee - Anonymous Employee

“Great culture. Tremendous scope in terms of learning & exploring new things. Highly talented workforce. Focused & driven leadership team. A great place to work. Everyone is friendly and approachable.”

Current Employee - Anonymous Employee

“Lovely atmosphere: Zapr is an amazing place to work. Everyone out here is very friendly, ever approachable and always jolly. People help each other and truly work as a team. Great level of trust, dedication, technical knowledge and maturity from a young team.”

Current Employee - Software Engineer in Bengaluru



**"It always seems impossible
until it's done."**

#BuildTheUnbuilt

Apply now: www.zapr.in/team