

A modern office interior with glass partitions, desks, and a lounge area. The office is furnished with desks, chairs, and a whiteboard. A lounge area with a sofa and a coffee table is visible in the background. The ceiling features exposed pipes and pendant lights. The overall atmosphere is professional and contemporary.

zapr

Sr. Sales Manager/ Manager- Mumbai

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.

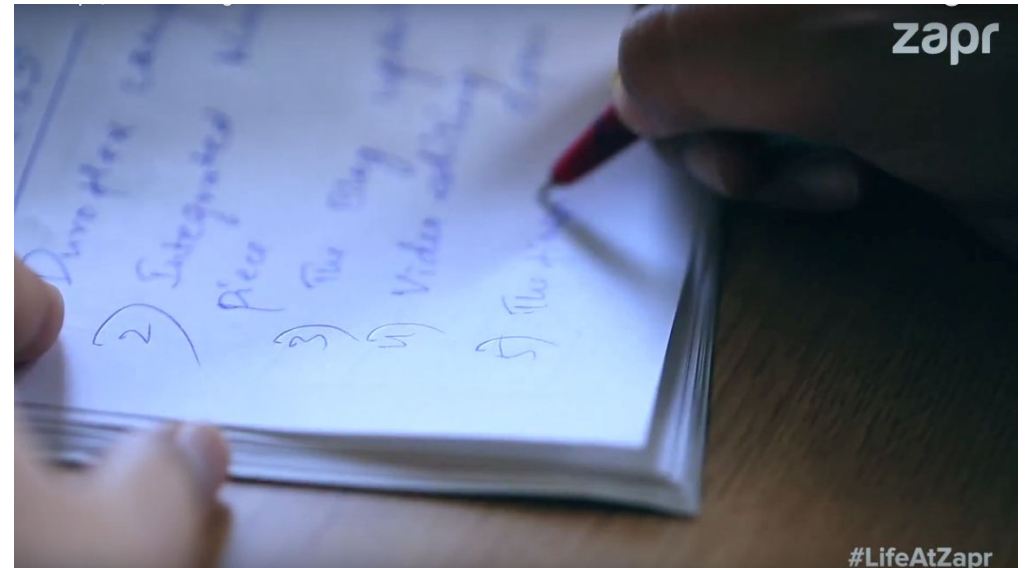


Roles & Responsibilities

Sr. Manager / Manager – Mumbai

The Sales team's key responsibility is to scale Zapr's mobile advertising revenues in their specific regions, by driving relationships with both traditional (offline) and digital mobile buyers across agencies as well as with marketing/brand managers across marquee brands and bringing mobile ad-campaigns on to the Zapr platform. They will be responsible for articulating the Zapr proposition, outlining the key differentiation, explaining the technologically innovative platforms and demonstrating innovative use-cases that drive real value and impact for the client. They will need to understand campaign objectives and pitch Zapr as a suitable partner platform. It is crucial for them to have, or quickly develop, an exceptional understanding of ad-tech, mobile ad-sales, brand TV spends, TV campaign strategies and the nuances of media-buying both traditional and digital.

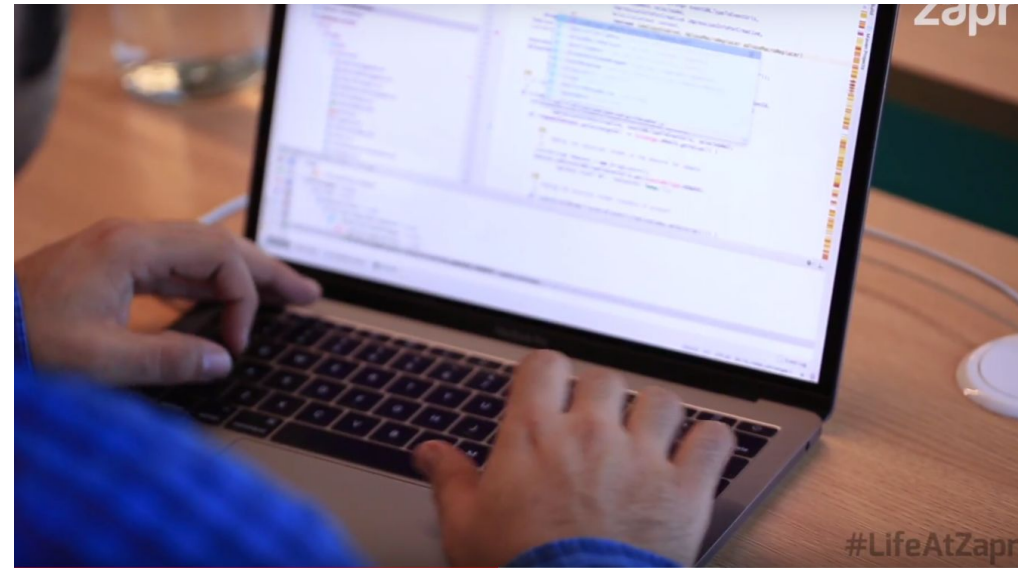
They will need to leverage their influencing, relationship-building and exceptional communication and presentation skills, to liaise with brands and agencies and drive large long-term campaign deals. The ideal candidate would have a proven track record in media sales and business development. They must be passionate about technology and technological innovation and must be comfortable with a fast-paced, unstructured and ambiguous environment. They must also be comfortable spending a lot of time working as an individual contributor, travelling and being on the road, without external guidance and independently acting as Zapr's spokesperson, forging new relationships and closing out campaigns. Prior people management experience will also be valuable.



They would have deep pre-existing relationships with brands or media-buying-agencies (preferably both) and have an excellent understanding of how decision making happens in these organizations. They would need to uncover client needs in a rapidly evolving world where the borders between discrete mediums, such as TV and mobile, are blurring, and real 360 degree marketing and cross-device targeting are becoming the norm. They would then need to set a vision and strategy for how Zapr's product portfolio, driven by its cross device (TV to mobile) audience platform and data products, can deliver brand ROI, augment GRP buys and drive incredible engagement with millions of target customers. They would have fantastic communication and presentation skills and the Microsoft office suite should be second nature to them (Word, Excel, Powerpoint etc.). This candidate must be an extrovert, persuasive, gregarious, a natural leader and skilled at explaining complex concepts effortlessly. They must be able to hold a conversation with senior, mid-level as well as junior employees at their clients, and be adept at nurturing and building one-on-one relationships.

Zapr HQ Location

6th Floor, Salarpuria Sattva Magnificia, Old Madras Road, Bengaluru, Karnataka 560016



Requirements

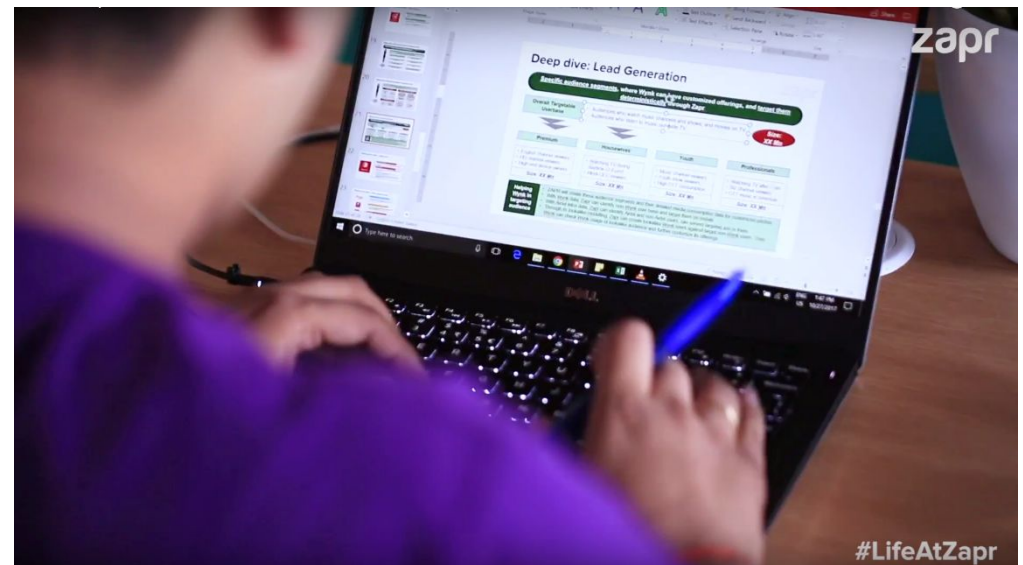
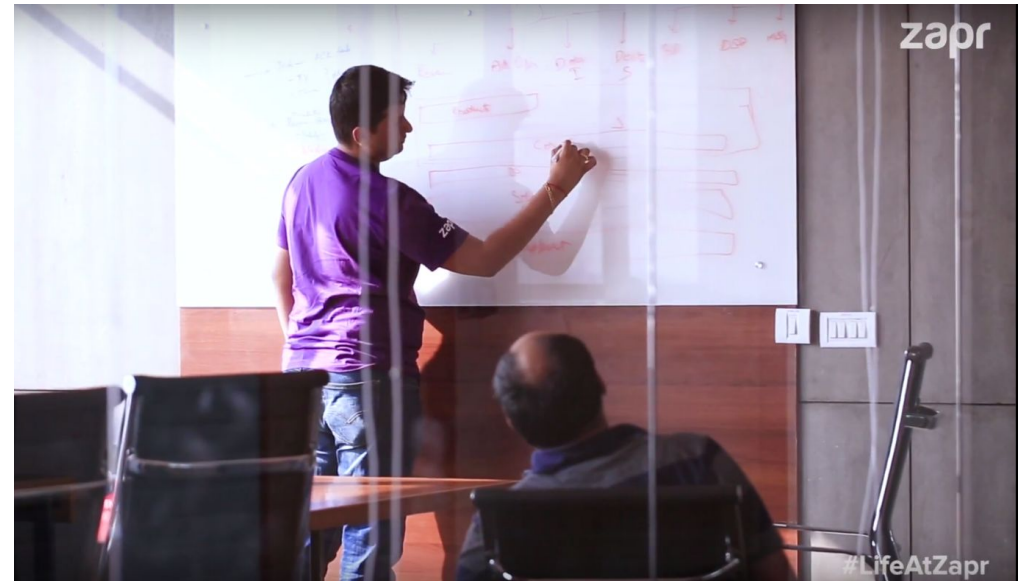
- 7 -10 years of experience in west region.
- Prior experience in media ad sales.
- Understanding of mobile ecosystem , ad-tech
- Good relation with media agency & client in west region like Group M , Interactive avenues.
- Deep understanding of the ad-tech and mobile ad-sales ecosystem
- Experience in business development, pitching and winning client accounts and in client servicing
- Strong product focus and a passion for technology and tech innovation
- Must have excellent Powerpoint skills
- Must have terrific written and verbal communication skills
- MBA (focus on marketing and sales) is strongly preferred, but not mandatory
- Prior people management / team lead experience is strongly preferred, but not mandatory
- Comfort with anywhere from 25 – 40% monthly travel

Location

Bangalore

Contact Details

Kindly send a brief note highlighting your interest and prior experience to Sowmya, at sowmya@zapr.in, or call at +91 – 8904528823.



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

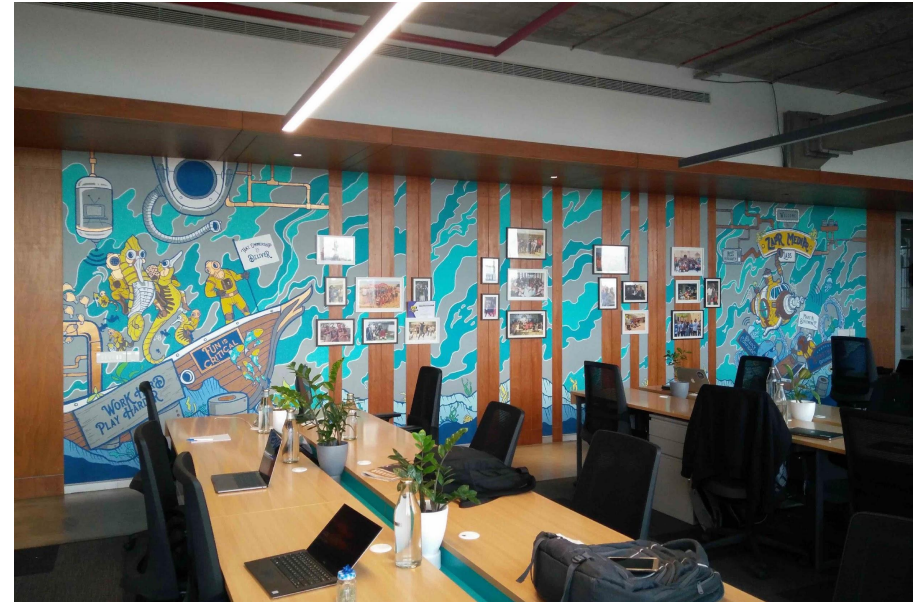
We stretch and wear many hats, defining by ourselves what we want to achieve.

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.

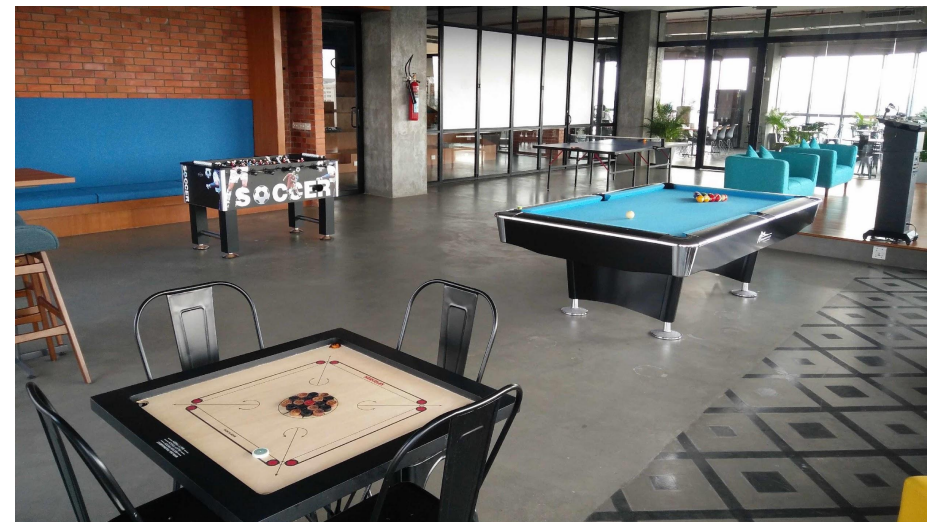
We're genuine and authentic

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

“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