



## **OFFER OF EMPLOYMENT (M/F): BUSINESS DEVELOPER // ITALY**

**Contract: permanent - full time**

**Place : Lisbon**

### Join Adthink

Adthink helps advertisers craft digital strategies to acquire new customers and leads with a full range of 5 high-performance advertising solutions: Display Network, Trading Desk, Data Activation, Customer Acquisition and Affiliate Network.

An expert in audience monetization, Adthink gives publishers the solutions they need to grow their ad revenue.

Created in 2001, Adthink is listed on the Paris Stock Exchange (Alternext market).

We have the chance to work in an exciting and innovative industry. Considering the daily challenges we have to face, we rely on a talented team of digital experts and skills we've been developing since 2001.

Our headquarters are located in Tassin-la-Demi-Lune (Lyon West). We are also based in Paris, Geneva, Lisbon and San Francisco.

### Job description

In order to support the growth of our international activities, we are looking for a Business Developer for the Italian market.

This recruitment is part of our desire to develop our company internationally. Equivalent positions are also available for the English, German and Spanish speaking markets.

Placed under the responsibility of the Director Global Development and teamed with other Business Developers, you will be mainly in charge of developing a network of publisher partners and advertising customers.

You will ensure in particular:

- Portfolio Management of existing customers in a logic of activity and margin growth.
- Identification of publisher partners and potential advertiser / agency clients.
- Prospecting and recruiting new publishers and clients.
- The writing of sales proposals adapted to the market and customers needs, in a logic of constant development.
- Guide and coach customers in the exploration and use of the platform
- The deployment of a client loyalty strategy.
- Campaign follow up in connection with the Trading Desk.

- Activity reporting
- Study, analysis and communication of a benchmark of trends in the online advertising market (including RTB).

You promote Adthink's Display Network solutions and then gradually the entire Adthink offer in performance advertising.

### Required profile

**You are of Italian mother tongue**, and a first sales experience in a web/digital environment in Italy.

Driven and passionate for the media and the Internet (webmarketing) in particular, you have a strong sales character. You demonstrate great autonomy, a keen sense of contact and a solid knowledge of our environment, especially in the Italian market.

You have at least 2 years of experience in an advertising agency or an affiliate platform. You are passionate with the developments in the online advertising market, and you are comfortable with the notions of Ad Exchange, RTB, performance, SSP, DSP, retargeting, etc.

You speak English, and ideally French.

### Terms

- Position to be filled on permanent contract as soon as possible in Lisbon (Portugal), with frequent trips. An establishment in Paris could be considered.
- Salary to be established according to the profile, supplemented by a variable remuneration on objectives.
- "Tickets restaurant", complementary health insurance and coverage of your expenses of transport.

If you want to raise this challenge, do not hesitate to send us your resume and cover letter to the address [recrutement@adthink.com](mailto:recrutement@adthink.com), to the attention of Sophie Marois, in charge of Human Resources missions.

Find all our offers on [www.adthink.com](http://www.adthink.com).