

## Job Description

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| <b>Company</b>        | Course5 Intelligence                    |
| <b>Position Title</b> | Sales Director/Sr. Sales Director (CPG) |
| <b>Reporting to</b>   | Vice President                          |
| <b>Schedule</b>       | Full-Time                               |
| <b>Work Location</b>  | USA (Remote)                            |

### OVERVIEW

#### Course5 Intelligence

We enable organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. Founded in 2000, our business areas include Applied AI, Big Data Analytics, Digital Transformation and Analytics. Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients. More information can be found at [www.course5i.com](http://www.course5i.com)

#### Global Offices

United States | United Kingdom | United Arab of Emirates | India | Singapore

#### Job Summary:

At Course5, we drive Digital Transformation for businesses through Analytics, Insights, and Artificial Intelligence. Over these years, we have built various Products and Solutions catering to the Marketing, Merchandising, CX, Sales, CPG, Supply Chain, Research, Technology and Operations teams of the fortune 500 enterprises, and we are proud to serve the top 4 companies in the world in-terms of their market cap.

Ideal incumbent will be responsible for building the sales strategy in conjunction with the Head of CPG Sales, identify key prospects, make inroads, collaborate with CXO's and Head of CPG practice at Fortune 500 companies to understand their business problems that can be resolved by Course5's innovative Analytics products and solutions. The incumbent will be expected to collaborate with Products, Delivery & Solutioning and various enabler teams to put forth a value proposition and drive long terms client engagements & partnerships. The individual will be responsible for driving top-line growth for CPG vertical at Course5.

#### Job Responsibilities:

- Prospect and sell Course5 products and solutions to companies within CPG Industry in US region.
- Business development: Consult and educate prospects and customers on how Course5 can help drive Digital Transformation by leveraging Analytics, Insights and Artificial Intelligence.
- Create business plans, target list/accounts, for the product (s) and solutions including, but not limited to opportunity development, competitive strategies & targets.
- Track and communicate market trends to/from the field including competitor data, key challenges, develop and lead effective counter-strategies.
- Promote product and the company at relevant industry conferences/ events.
- Accountable to hunt / achieve new sales target for assigned product and services (s), protect and grow existing accounts.



- Develop trusting relationships with our product and marketing teams.
- Identify/create new opportunities and work with sales lead to continuously increase prospect funnel.
- Leveraging sales tool to effectively forecast, track, manage and report sales performance and progress to optimize and develop future performance.
- Pipeline management, with effective quote and attainment of targets.
- Partner with Delivery, Products & Solutions teams, other Client & Growth partners to collaborate on growth strategy and drive meaningful topline and revenue growth.

### Requirements & Qualifications:

- Bachelors or Master's degree in engineering / science / commerce or equivalent from a premier institute. A Master's Degree in Business would be preferred.
- Must have: 7-10 years of experience in the Sales function.
- Must have: Prior experience selling large and complex programs in Analytics, Insights AI and related Products and solutions in the US market.
- Strong selling skills; and understanding of competitive intelligence fundamentals.
- Go-getter, ready to roll up her / his sleeves to coordinate and win deals.
- Open to travel for business & client meetings across US.
- Strong communication skills and firm sense of accountability, teamwork and leadership.
- Must possess a growth mindset, passion for closing relevant deals and onboarding new logos.
- Experience managing revenue goals.
- Strong Client Focus / customer orientation, networking & relationship management skills.

**Course5** is proud to be an equal opportunity employer. We are committed to equal employment opportunity regardless of race, color, religion, sex, sexual orientation, age, marital status, disability, gender identity, etc. If you have a disability or special need that requires accommodation, please keep us informed about the same at the hiring stages for us to factor necessary accommodations.

