



Senior Manager/Director for Programmatic Sales | Dehradun

About TorAI

TorAI, a data science company and global provider of Audience Infrastructure and Programmatic solutions to advertisers, publishers, agencies and innovative technology companies. We provide highly customizable audience platforms, real-time trading systems with machine learning capabilities. TorAI has provided technology solutions to enterprises in the AdTech and MarTech space enabling them to monetize data assets and bring in competitive technological advantage.

Our platform's strength lies in our ability to re-engineer complex ad and audience tech work flows and bring in efficiencies with an objective to meet business goals. Know more at www.torcai.com.

About Profile

The Senior Manager Sales is responsible for sales, developing and overseeing specified client relationships/business. This position directs, administers, and coordinates the activities of the organization in support of the policies, goals, and objectives established by the EVP/Managing Partner and the company. Individuals will be responsible for the coordination and execution of all products and services offered through our programs, as well as, manage the relationships between internal and external resources in order to ensure proper execution and quality in our delivery.

Roles and Responsibilities

- Contribute to the overall strategic development and growth of the company and the account
- Communicate client requests and information to the appropriate agency departments and individuals. Ensure service levels and tactics are keeping with strategic goals

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- Understand client business, objectives, deliverables, and exceed their goals
- Evaluate the results of overall operations regularly and systematically and report these results to the EVP/ Managing Partner
- Assist in managing the agency account service effort and shape concepts into programs
- Oversee forecasts, billing and profitability of the account
- Develop, investigate, and initiate opportunities and partnerships
- Manage and develop strong relationships with wide variety of clients
- Review performance of self and direct reportees and prepare assessment reports, monitors productivity rate, and prepares certain reports for their management that may be in the form of personnel or procedural changes
- Ensure the overall productivity, quality, and service delivery are in line with agreed SOW/ ICA
- Provide continuous communication with client and agency office lead and Ensure Client satisfaction
- Identify further strategic areas and opportunity for potential revenue within the existing client base
- Assist in creating the culture that provides for a developmental and effective work environment
- Develop and implement procedures and controls to promote communication, flow of information, and effective operations

Skill (Job Specific)

- Strong advertising experience essential
- Ad Sales experience preferred
- Programmatic Ad Sales experience is a must
- Excellent understanding of digital advertising ecosystem, with deep understanding of ad platforms and activation expertise

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- Strong leadership, communication skills and ability to engage with planning teams and also brand leaders at the client side
- Excellent client-facing skills (external or internal)
- Enjoys a good rapport with leading agencies / ATD's / advertisers
- Ability to manage and lead teams across variety of geographic locations
- Handle multiple projects in a fast-paced environment with the ability to learn and apply new concepts and tools quickly
- Extensive client-facing experience to lead digital governance initiatives
- Collaborates with peers and reports on talent/performance management
- Meets with clients, account services, and project management teams regularly
- Able to communicate effectively with direct manager and upper management, and synthesize relevant information on key milestones, success criteria, and risks.
- Able to lead team without direct supervision
- Able to solve complex problems and issues

Qualification & Experience

- Associate's or Bachelor's degree preferred
- Must possess excellent skills in communication as their job includes organizing team members as well as implementing the policies
- A good amount of work experience in handling a team
- Great organizational and arbitration skills are required to attain satisfactory performance
- Minimum of 5-8 years' experience in related field

Please mail your resume at: hire@torcai.com

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