



# Position Specification

## Vice President of Ad Sales

### *The Company*

Poised as the leader in family-friendly entertainment, our Client is a rapidly-expanding, global media network. The company's mission is to transform the face of media via television, radio and online, combining superior audience experience with safe family entertainment. Providing media solutions for socially conscious business strategies, the company is committed to opportunities yielding both high financial and social returns in the multiple domains of media.

### *The Position*

The Vice President, Ad Sales will transform the ad sales business for the for two independent, national cable networks. Responsibilities include transforming the advertiser base from direct response to brand and hybrid. This includes strategically positioning the brand in the marketplace, collaborating with the digital ad sales team to identify key cross-platform opportunities, and partnering with the SVP of Sales and Business Development on strategic development.

While this role is a management position, it will require direct sales and quota accountability while the team is grown over time.

### *Location*

New York City preferred  
Los Angeles and Dallas considered

### *Responsibilities*

- Individual and department sales quotas
- Budget development and management
- Identify and acquire advertisers and agency accounts that are nimble enough to see the scope of the technology and its immediate possibilities
- Work closely with the (digital) product development team to create saleable products and sponsor packages
- Create sales goals, hire and manage a sales team as growth permits
- Present and position brand in the marketplace
- Work with VP of Digital Sales to develop integrated sponsor opportunities
- Develop monetizing strategies for all digital assets (online, mobile, tablet, apps, video, etc.)





## ***The Candidate***

### ***Education***

An Undergraduate degree required.

### ***Professional Qualifications***

- Minimum of 7 years of media and ad sales experience
- Established relationships with client and digital agencies
- Demonstrated success in an emerging platform or new market

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***To learn more about this opportunity or provide a confidential referral, please contact:***

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