



Head of Client Solutions/Creative Architect

PreciseTarget is first and foremost, a data science company helping sellers and marketplaces acquire, engage and reactivate customers. We've taken an innovative approach to data modeling, using billions of SKUs and consumer transactions to create detailed profiles of retail purchasing preferences of virtually every US adult shopper. And the good news is that we are growing! We are looking for a **Head of Client Solutions** to define and deploy our data products in a way that solves and consistently over-delivers on our clients' needs.

If you are someone who is motivated to produce the best results and be part of creating something special, we'd like to talk with you. You will join an early-stage startup delivering a revolutionary data product to our customers in the retail sector. You will be working side by side with a hands-on leadership team.

Who We Are?

We are a small, vibrant, fast-growing team and we thrive on figuring out hard problems. Our leadership team includes people with deep experience in startups, -- our founder, Rob McGovern, started CareerBuilder, which grew to \$1 billion in revenue. Our team is a diverse set of great minds of all ages who are committed to putting data to work for consumer businesses.

PreciseTarget is a data science company helping retailers acquire, engage and reactivate customers. Our product is establishing a new category for the market. We've built the world's first cross-merchant taste graph, combining the data of hundreds of retailers to create a first of its kind data set. A frequent customer remark is, "wow, how did you guys figure this out?"

Your Role

The Head of Client Solutions will have primary responsibility for designing and facilitating development of data solutions for PreciseTarget's clients and partners via PreciseTarget's proprietary data delivery methods and/or through other 3rd Party platforms.



The Head of Client Solutions will drive all related activities collaborating with internal teams from initial pre-sales to requirements gathering to development and onboarding of solution(s) to upselling new identified solutions for future use by customers. He/she may also be required to lead on other internal Company solution design and development initiatives. These other initiatives will be determined by the Company's management team based on ongoing, internal prioritization of organizational goals.

You will be the subject matter expert for external and internal customers with the ability to understand, explain and communicate diverse, complex solution scenarios. In this role, it is critical for the Head of Client Solutions to have the ability to build strong relationships with a variety of key business executives and stakeholders building trust, respect and accountability upon engagement.

A successful candidate will have a comprehensive mix of technical, people and process skills with a strong understanding of the AdTech and Marketing Data ecosystem including 3rd-party activation platforms, end-to end digital campaign management practices, CRMs, DMPs, social platforms, ecommerce marketplaces, and related performance reporting and analytics. The Head of Client Solutions should have knowledge of PII and non-PII data, various analytic and business intelligence tools, media and marketing data and modeling, programmatic campaign management (e.g., display, video, mobile, social, native, audio, advanced TV) and experience with yield management, SSPs, DSPs, DMPs and digital media buying and selling.

Some travel will be required on an as needed basis.

Role and Responsibilities

- Day-to-day point of contact with our key partners during Solution development and onboarding process
- Confirm customer requirements, design related solution(s), and facilitate development, delivery and required post-launch support.
- Address internal and external partner technical queries effectively and in a timely manner



- Generate partner documents and presentations providing recommendations on methodologies, processes, and key insights
- Help prepare RFI/RFPs and RFP/RFI responses in a timely manner
- Troubleshoot technical issues
- Help develop best practices by creating training materials, sales materials and partner-facing guides
- Design new product solutions for business model and customer needs
- Select correct design concepts and fundamental technology used for new products or improvement for existing ones
- Oversee key projects, processes and performance reports, data and analysis
- Develop and implement methods and procedures for monitoring and managing projects such as preparation of schedule, status, delivery impact and risk, progress reports, records of expenditures, and staff conferences, in order to inform management of current status of each project
- Interpret an extensive variety of business and technical instructions in mathematical or diagram form and deal with several abstract and concrete variables

Key Skills:

- Problem definition, data collection, needs assessment, situation verification, and conclusion
- Process orientation: demonstrated ability to develop repeatable processes and improve existing processes in and out of technology and product development
- Project management: demonstrated ability to push projects over the finish line with sound planning and persistent execution; keen understanding of how to align resources, seek the input of key constituents, and manage others to achieve desired results
- Collaboration: must be comfortable working in an environment where ideas are shared and challenged
- Energy and enthusiasm; candidates must find the work “fun” and enjoy being accountable and willing to hold others accountable



Basic Qualifications

- Bachelor's Degree required, preferably business, engineering or quantitative degree
- At least 5 years of marketing-oriented data solutions development and/or product development; with pref. 2-3 years' experience as Data/Marketing Scientist or Enterprise Architect role as well as digital advertising media and marketing experience, required
- Business Intelligence or data visualization or data solutioning experience is required
- Brand and Direct Response digital media strategy and campaign planning experience required

Preferred Qualifications

- Knowledge of programmatic media systems and tools (e.g., ad servers, ad exchanges, platform providers, attribution, tagging, ad verification, measurement, brand safety, viewability)
- Experience with DSPs(Google, Xandr, Trade Desk, etc.) and DMPs(Salesforce, Adobe, Oracle, etc.), required; SSPs and CDPs preferred
- Outstanding troubleshooting, analytical, and problem-solving abilities
- Effective time management skills - ability to prioritize and meet deadlines
- Collaborative team-player yet comfortable with independence
- Strong Understanding of cutting edge data science and machine learning engineering methodologies, and capabilities

To apply for an open role, please email your resume to **jobs@precisetarget.com** with the subject line: PreciseTarget (insert job title)

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