



Title: Senior Sales Executive, Europe

Location: Europe (remote)

Reports To: Senior Vice President, Sales

Senior Sales Executive, Europe

Beers Enterprises, LLC (“*The Switch*”) founded in 1991, is the largest privately held video solutions service provider in North America. *The Switch* is recognized as the industry leading pioneer of video solution services through our innovative fiber optic network and currently provides advanced video switching and local fiber circuit services, scalable Ethernet, and *Home Runs* remote production via its *Five Nines Service* across the United States, United Kingdom, and Canada. *The Switch* was recently awarded a U.S. system patent for customer-controlled video data content delivery, the 2013 New Bay Media Product Innovation Award for Switch-IT, and the 2012 Broadcast Engineering Excellence Award for Network Automation. The Switch has experienced explosive growth and offers a fast paced and dynamic work environment with a focus on exceeding both individual and team expectations. Our customers demand “Unparalleled Quality” and *FiveNines* reliability from our network and it is our corporate responsibility to satisfy their expectations by continuing our expansion in services and network reach, while remaining cost effective. Learn more about us at: www.theswitch.tv.

Essential Functions

- Monitor local markets and identify and develop new opportunities.
- Be responsible for assisting in the “end to end” sales cycle.
- Develop and maintain a deep understanding of the territory including the customers, prospects, partners and influencers.
- Assist in proposal and customer contract preparation.
- Increase customer base by building and maintaining relationships with the appropriate decision makers on all levels within the customer organization.
- Maintain regular customer visits and contact.
- Source new business with the aim of establishing profitable long term client relationships.
- Build a solid understanding of the Company’s organization, infrastructure and products as well as its competitive advantages.
- Collaborate closely with internal teams (Finance, Marketing, Operations, and Legal) during the sales process.
- Update CRM system routinely and appropriately to track all customer and prospect progress.
- Ability to travel as required.
- Participate in and attend global trade shows and industry related events.
- Be the face and voice for the Company in Europe.

Qualifications:

- Bachelor’s Degree required.
- Excellent verbal, written, and presentation skills with a commitment to collaborate with people.
- Ability to work well in a team environment as well as on your own.
- Ability to work with minimal supervision at times and work well independently.



- Ability to self-motivate, manage and own your workload.
- Minimum 5+ years of Sales experience, preferably sales for a broadcast or telecom equipment manufacturer; systems integrator; satellite or fiber transmission company; or related fields in television news, sports, programming syndication.
- Excellent communication, organizational and presentation skills.
- Strong analytical and judgment skills, with the ability to make sound decisions.
- Demonstrated success in direct selling of business-to-business products or services, preferably in the television station or production, post-production industries, OTT and Content Transport.
- Capacity to flourish in a competitive environment.

Schedule and Compensation:

- Full Time
- Salary based on experience