

Head of US Business / Publisher Development

Thanks to a revolutionary personalized retargeting advertising technology, Criteo is one of the fastest growing players in the online industry. We are a profitable start-up backed by Index Ventures, and in the last year have built a portfolio of more than 200 clients including many of the largest e-commerce merchants. We have grown 800% in Europe and have just moved our headquarters to Palo Alto, CA. Our leadership is from Yahoo!, Microsoft Research and other prominent technology companies.

We are seeking a Business / Publisher Development Director for our US team to form, expand and manage our commercial relationships with online publishers. The role holds full responsibility for building and directing all aspects of commercial activity with all the leading online publishers, including day-to-day activity with the majors (Yahoo, Microsoft, AOL, etc) and all activities with other publishers.

Tasks:

- Full responsibility for building inventory via commercial relations with the top 100 online publishers, major ad networks and supply-side optimizers.
- Direct all aspects of commercial activity – Buying inventory and selling the benefits of Criteo to this community.
- Call into new accounts and contact
- Develop clear business development account plans for the leading publishers.
- Build long-term relationships with publishers, to grow accessible inventory.
- Negotiating commercial terms favorable to Criteo
- Represent the company at conferences and relevant industry events
- Provide input and advice on market-specific requirements for business
- Recruit, lead and develop a small team
- As a member of the management team, contribute to the strategic development of the company
- Oversee implementation and optimization of campaigns
- Contribute to building the Criteo brand and community

Skills:

- Good understanding of current market conditions (pricing, players, etc)
- Strong contact base in publisher marketplace (publishers, ad networks, etc)
- Experience (6+ years) in Display market. Essential to have online display acquisition experience, ideally running traffic acquisition for a network
- Strong knowledge of CPM, CPC and CPA. Able to rapidly understand how Criteo works, and be able to explain this to our publishers
- Ability to work in fast-paced and evolving environment
- Track record of delivering commercial results within a fast growth B2B online business
- Analytical, organization and strong communication skills written and spoken
- Early adopter of technology and knowledge of the online space

Please send resume to m.mccullough@criteo.com

Criteo is an equal opportunity employer.