

Job Description: Senior Sales Manager – Mobistack (ITW iO)**Company:** ITW iO (Digital Media Division of ITW Consulting Pvt. Ltd.)**Position:** Senior Sales Manager – Mobistack**Location:** Bengaluru / Mumbai / Delhi (Flexible)**Experience:** 3–5 Years**Employment Type:** Full-Time**About the Company**

ITW iO is the digital media arm of ITW Consulting Pvt. Ltd., a leading sports, entertainment, media, and lifestyle consulting company in India. Mobistack is ITW iO's mobile advertising sales division, offering innovative advertising solutions across high-engagement consumer platforms such as Uber, Swiggy, Zepto, Zomato, Blinkit, Rapido, and other frequently used mobile applications.

Role Overview

We are looking for a dynamic and result-oriented Senior Sales Manager to drive advertising revenue growth for Mobistack. The ideal candidate will have strong experience in digital advertising sales, business development, and client relationship management. This role requires a combination of hunting new business opportunities and nurturing existing client relationships to maximize revenue and long-term partnerships.

The candidate will work closely with internal planning and solutions teams to create customized advertising solutions that align with client objectives and deliver measurable results.

Key Responsibilities**Business Development**

- Identify, prospect, and acquire new advertising clients across sectors such as FMCG, BFSI, Automotive, Retail, E-commerce, QSR, and Consumer Technology.
- Build and manage a strong sales pipeline through networking, referrals, cold outreach, and inbound leads.
- Present Mobistack's advertising capabilities and mobile media solutions to brand teams and media agencies.
- Manage the complete sales cycle, including lead generation, pitching, proposal development, negotiations, and closures.

Client Relationship Management

- Serve as the primary point of contact for assigned clients and agency partners.
- Conduct regular business reviews and campaign discussions to identify growth opportunities.
- Understand client objectives, marketing priorities, and spending patterns to recommend relevant advertising solutions.
- Drive client retention and revenue growth through upselling and cross-selling opportunities.

Internal Collaboration

- Collaborate with planning, creative, operations, and analytics teams to ensure successful campaign execution.
- Work closely with the Mobistack Planning & Solutions team to develop compelling media proposals and presentations.

- Identify integrated sales opportunities across ITW's broader media and marketing ecosystem.
- Share market feedback and client insights to enhance product offerings and go-to-market strategies.

Market Intelligence

- Stay updated on industry trends in digital advertising, mobile media, programmatic advertising, and app-based marketing solutions.
- Monitor competitor activities, pricing trends, and emerging advertising platforms.
- Contribute market insights to support revenue planning and business growth strategies.

Desired Candidate Profile**Experience**

- 3–5 years of experience in digital advertising sales, mobile advertising, programmatic media, AdTech, or related fields.
- Proven track record of achieving or exceeding sales targets.
- Experience working with media agencies, brands, or digital advertising platforms is preferred.
- Exposure to OTT, social media, programmatic, or app-based advertising solutions will be an added advantage.

Skills Required

- Strong business development and consultative selling abilities.
- Excellent presentation, negotiation, and communication skills.
- Ability to create impactful sales pitches, proposals, and media plans.
- Strong understanding of digital advertising metrics and pricing models such as CPM, CPC, CPCV, and CPA.
- Relationship-building and stakeholder management skills.
- Self-motivated, target-driven, and capable of working in a fast-paced environment.
- Strong analytical and problem-solving capabilities.

Educational Qualification

- Bachelor's degree in any discipline.
- MBA in Marketing, Media Management, or a related field is preferred.

Why Join Us?

- Opportunity to work with some of India's most widely used consumer platforms.
- Be part of a rapidly growing mobile advertising business.
- Exposure to leading brands, agencies, and industry decision-makers.
- Competitive compensation and performance-based incentives.
- Strong career growth opportunities within a fast-growing digital media organization.