



**HEAD OF PARTNERSHIPS
DEEP ROOT ANALYTICS
ARLINGTON, VA**

Company Overview

Deep Root is an audience-powered analytics company that: identifies a client's ideal audiences, analyzes how the audiences consume media for optimal advertising, integrates the audiences into platforms for linear, addressable and digital ad delivery, and measures how the audiences are being impacted by paid and earned media.

Our data and technology stack is reflective of our company mission to bring a data-driven approach to television and digital advertising. Deep Root produces a standard taxonomy focused on purpose-driven and issue advocacy marketing that is constantly refreshed via cutting edge research. Deep Root's network of partners runs the gamut of premier advertising platforms and services, from Advanced TV and programmatic digital, to social channels and P2P texting. Our expansive network of partners elevates advertisers' targeting capabilities by allowing them to activate against Deep Root's premium audiences on all types of inventory across the advertising ecosystem.

Job Description

Deep Root Analytics is looking for a Head of Partnerships, who will lead business development efforts for our growing DaaS business. As the connected TV space continues to evolve, Deep Root is looking for an experienced leader with strong knowledge of the advanced TV and digital space. We are looking for an entrepreneurial team member who is adept at identifying opportunities, assessing the fit and value and able to execute and manage the business relationship. The successful candidate will be able to work across internal teams, partners and clients to help facilitate smooth workflows and support high quality, on time delivery. This position will sit on the Revenue team, and report to the Chief Revenue Officer.

Specifically, the Head of Partnerships will be responsible for:

- Leading the identification of and negotiation with new and existing partners across the video and digital ecosystem
- Building out agency relationships by demonstrating the value proposition of using Deep Root data to power advertising and direct contact
- Contributing as a thought leader in the advanced TV and digital spaces, including participating in industry panels and working groups
- Developing strategies to work across and drive revenue from agencies in the purpose driven, issue advocacy and political verticals
- Managing the contracting process with partners, including working through complex privacy and legal issues and managing outside counsel relationships
- Managing sales and operations team members responsible for selling Deep Root data and helping clients execute their campaigns using our data



**DEEP
ROOT**

AUDIENCE-POWERED ANALYTICS

Qualifications & Skills:

- Bachelor's Degree with 10 years of professional experience in Sales or Business Development
- Experience working with large media and technology companies
- Strong negotiator with attention to detail
- Ability to manage robust Business Development and Sales pipeline
- People management experience
- Experience with LiveRamp a plus

Application: Please email a resume to info@deeprootanalytics.com with the subject line: PARTNERSHIPS