



Reed Business Information (RBI) is a leading provider of critical information and marketing solutions to business professionals in targeted industry sectors. Our market-leading properties include more than 100 business-to-business publications, over 75 Web sites, and a range of services, including Web development, custom publishing, research, business lists, and industry events.

We are currently seeking a seasoned executive in the online space who will expand the Company's online products and maintain our competitive edge. This candidate can be located in either New York, NY, Oakbrook, IL, or Waltham, MA.

## Senior E-Sales Executive

The successful candidate will possess knowledge in network sales to large B2B clients, as well as advertising agencies, in the "e" space. Responsibilities for RBI's Online Executive include:

- **Generating revenue growth for Reed's 75+ websites, which feature prime inventories;**
- **Creating valuable relationships within the interactive ad community as a means of growing business opportunities;**
- **Working in tandem with senior management to generate integrated marketing programs that leverage the assets of the company's magazines and websites;**
- **Implementing sales tactics to help build email newsletter databases and paid search area.**

All successful candidates should have extensive online experience (e-business, eCommerce) and have established relationships with various agencies or major portals. A strong knowledge of the media/entertainment industry is preferred. We are seeking individuals who will be able to multi-task, thrive in a fast-paced environment, be detail-oriented and have excellent communication skills. Proficiency in MS Office and a strong understanding of web/internet production are essential.

Applicants must have 5+ years in an online sales management environment. We are seeking an individual that possesses a creative mind, and has a deep understanding of the online space. As previously stated, other requirements include extensive online background, preferably at an agency or a major portal, with established business relationships.

Qualified candidates should forward your resume and salary requirements to: [angelo.dagostino@reedbusiness.com](mailto:angelo.dagostino@reedbusiness.com).

As an equal opportunity employer, Reed provides a work environment free from all forms of discrimination. This commitment to a diverse workforce is the source of our strength.



**Reed Business Information™**