



## **Job Title: Client Partner**

- Louisville, CO
- Full-time

### **Who We Are**

We are a data driven team that engages with brands who strive to provide relevant marketing to consumers. Path2Response is comprised of data visionaries and cutting edge technologists. Together, we are blazing a path to help our clients acquire new customers. We actively partner with our clients to provide innovative, data based solutions that allow them to create and maintain profitable relationships with their customers. Our goal is to create great products that perform for our clients.

### **What We Do and How We Work**

We work with our clients to maximize their customer acquisition efforts through performance and reach. How do we do that? By applying analysis tools like predictive modeling, data visualizations, and machine learning to the rich data collected from Path2Response's partners. Path2Response emphasizes innovation. New ideas are welcomed and encouraged. The company has deep industry experience and individuals enjoy sharing their expertise.

### **Position Overview**

This position reports to the CEO, and is responsible for cultivating relationships, driving strategy and growth for their accounts. They will work with our Operations and Data Scientist teams to ensure recommendations are in line with objectives. They will manage their book with limited supervision, be abreast of the business implications, and have a keen sense of urgency and strong follow-up skills.

### **Principal responsibilities**

- Understand client objectives and goals
- Create comprehensive, compelling and effective proposals
- Ensure contact database is continually updated
- Travel as needed to achieve your goals
- Regular reporting on progress
- Bring market knowledge

### **What You Need to be Successful in this Role**

- 3-5 years of experience in direct marketing or advertising, catalog and online retail experience preferred
- A proven track record in cultivating accounts
- Excellent communication skills (verbal and written), presentation and listening skills
- Work well in a team and independently
- Can quickly grasp business software tools
- Ability to travel up to 50% of time
- Loves being part of a winning team
- Work well in a deadline driven environment
- Experience with Salesforce is a plus

## Supervises

- None