



## Senior Demand Generation Manager

### **About Apptimize:**

Located in Silicon Valley, Apptimize is revolutionizing mobile apps by letting app owners customize apps live, with zero coding and no re-deployment. We provide an end-to-end solution for mobile product managers and app owners to edit any element of an app and evaluate its effectiveness through A/B testing. We're growing over 100% month over month helping customers like Vevo, HotelTonight, Flipagram, and Glassdoor iterate faster and with real user data.

We are Y Combinator graduates and our investors include Google Ventures, Merus Capital and other top investors. Founded in 2013, our small team includes 6 MIT alumni, 3 ex-Googlers, 1 Wharton MBA, 1 MIT Masters in CS, 1 CMU CS alum, 1 "20 under 20" Thiel fellow and our CEO won the prestigious Forbes 30 under 30 award in 2015. Candidates often remark we're the strongest team they've ever seen: <http://apptimize.com/team/>.

Our mission is to raise the bar when it comes to the mobile experience and invent technologies critical to every app.

### **About the Role:**

At this stage in our company's growth, we have developed an amazing product, found our target market, and have built a sales team that knows how to push leads through to customers. We are looking for a badass Senior Demand Gen Manager to blow up our pipeline. The person in this role will report to the VP of Marketing and be in charge of managing our lead funnel primarily by streamlining our outbound processes, managing per per click tactics, structuring lead nurture, and operationalize marketing.

Not only should this person be extremely experienced with the nuances of executing demand generation tactics, he/she should also be able to manage in-house and/or outsourced individuals who will contribute to lead acquisition.

### **Responsibilities:**

- Direct outbound strategies (particularly email but the discretionary option to expand out to calls, direct mail, social, etc.)
- Lead nurture
- Marketing automation
- Marketing operations
- Affiliate marketing
- Paid acquisition (pay per click)
- Coordinate with content marketing managers to introduce the right material to the right customer at the right stage in their purchasing journey
- Work with the sales team to produce quality leads
- Manage a team of sales development representatives and agencies
- Experiment with new lead gen tactics that are tried and true for other companies or brand new, out of the box ideas
- Create strategies that align with company revenue targets while being able to get into the weeds and execute when appropriate

**Experience:**

- 3+ years of B2B lead/demand generation experience
- High proficiency with outbound email, managing outbound initiatives, email automation tools and CRM is a must
- Success with developing strategies that drive lead generation and pipeline growth
- Ability to work on a small team handling both strategy and execution plus wearing multiple hats when needed
- Proven ability to manage and grow a demand gen team
- Ambition to be on an excellent, hard-working team to help build a multi-billion dollar company
- Ability to understand the customer and strategize demand generation tactics that will speak to and influence the customer
- Desire to be constantly learning and constantly improving as we learn more about our audience, our jobs, the team, the industry, and ways to improve the product

**To apply:**

Email [jobs@apptimize.com](mailto:jobs@apptimize.com) with your resume and cover letter. This is for a full time role at our office in Menlo Park.