



# Persona.ly

## Business Development Manager

### Job Information

#### Hiring Company

[Persona.ly](#)

#### Job ID

1494692

#### Division

BD

#### Industry

Digital Marketing

#### Company Type

Small/Medium Company (300 employees or less) - International Company

#### Non-Japanese Ratio

(Almost) All Non-Japanese

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards

#### Salary

10 million yen ~ 19 million yen

#### Refreshed

September 25th, 2024 00:00

### General Requirements

#### Minimum Experience Level

Over 3 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Native

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

Persona.ly is a global company developing a machine-learning based RTB platform for mobile marketing, with representation in India, Singapore, Europe, the USA, South Korea, and headquarters in Israel.

We work with the best apps in gaming, fintech, and eCommerce verticals. We help their growth efforts of user acquisition and retargeting and provide data-driven insights from our predictive models, which process over 3 million transactions a second and have more than 60 data points!

We are seeking a **Business Development Manager** for the Japanese market to join our global team. In this role, you will own the full sales life cycle and play a crucial part in expanding the Persona.ly brand. This is a fully remote position.

**Key Responsibilities:**

- Initiate new opportunities: Identify and pursue new business opportunities with prospects in Japan.
  - Build long-term partnerships: Develop and maintain strong relationships with clients, focusing on upselling and enhancing customer satisfaction.
  - Advocate for programmatic ML: Become an expert in our machine learning-based products and promote their benefits to clients.
  - Represent the company: Attend commercial events and business meetings as a company representative, which may involve occasional travel a few times a year.
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**Required Skills****We are looking for:**

- Proven experience and success in business development or sales roles within the Ad-Tech industry- mandatory
  - Strong sales capabilities - clear communication skills, result-oriented mindset, awareness of personalization strategies, effective negotiation skills.
  - Analytical approach, ability to learn fast complex ML-based products
  - High level of proficiency in English and native proficiency in Japanese
  - Experience working in international settings or with diverse teams is a plus.
  - Self-motivated: A proactive approach to work with a strong sense of responsibility.
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**Company Description**