

Account Director

Star is a company with a unique, world class culture. We believe that nurturing the growth and creativity of our employees leads to empowered teams that help our clients engage, connect, and convert their audiences every day. Star specializes in brand support from design, manufacturing, and implementation of trade show, retail, corporate interior and live event marketing solutions for an array of Fortune 1000 clients.

Description

As an Account Director, you are a leader in sales, product and service knowledge, and you are highly influential in how you engage with clients and prospects. You will partner with clients to grow their business, lead complex projects as well as partner with internal teams to develop innovative marketing solutions for an assigned client group.

This position facilitates converting a client's vision of brand for a product or service into a branded environmental design or experiential marketing event. You would bring our unique services and design methodology to a client for their vision for their product. Our process begins with a thorough understanding of the client's needs, goals and vision. Defining "what success looks like" as it is different for every business. We have a track-record of delivering not only great designs, but financially successful projects.

The focus is on a "total" brand package to enable our clients to create, maintain and expand their image and brand presence, including design, graphics, visual identity, packaging concepts and the total consumer experience. Through brainstorming and collaboration with our Clients, you go through an advanced discovery process, and then move into sketches, design concepts, materials, branding concepts, experiences, and floor plans representing the programmatic requirements and specific needs of the project. Once the client approves the final concept package, we move the project into the additional design stages needed to physically build the project.

The emotional bonds that a consumer creates with any brand are based on experiences – digital, social, and environmental. The biggest advantage is the creation of an engaging environment that reinforces professionalism, education, and creativity. This is the highest priority in creating a consumer "relationship," not just a sale that promotes and encourages loyalty, intent-to-return and social credibility.

- Drive Sales Strategies by assigned vertical market
- Select and qualify target companies and create and deliver integration plan
- Sales prospecting, qualifying, analysis and planning as well as strategic account development for products and services
- Explore and understand the competitive landscape in both product/services and business terms

- Create strategies for existing accounts to add additional products and services including experiential marketing
- Managing overall account performance with the ultimate goal of not only meeting but exceeding client expectations
- Develop ongoing client relationships at senior management levels
- Develop business and marketing/communication strategies for key decision makers within identified client assignments
- Develop a strong and accurate sales forecast
- Development and maintaining relationships with clients and potential clients to maximize experience and encourage account growth and repeat business
- Achieving key sales targets and financial profitability metrics
- Develop holistic product solutions by understanding market and client needs
- Coordination of system design handoff with internal team and strategy for pricing with client
- Support business development in creation and delivery of RFPs; develop and drive account growth plans for new divisions in existing accounts
- Collaborate with other departments to ensure successful delivery to client expectations
- Create, refine and improve departmental and organizational processes that will better serve the client and improve business results

Preferred Qualifications

- 5+ years in a sales role with a proven track record of growing individual accounts based on relationship management
- Strong network
- Experience in solution selling with an emphasis in event, trade show, retail, agency, or interior design
- Excellent written and oral communication skills with a keen attention to detail
- Comfortable utilizing social media
- Ability to travel up to 20%

Star offers a competitive salary and full benefits in an engaging and collaborative work environment. Qualified candidates are encouraged to submit a resume and salary history to: Human Resources, Star Exhibits and Environments, Inc., 6688 93rd Avenue North, Minneapolis, MN 55445 or via email at hr@engagestar.com.

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