



# IMPROOVE

## / Sales Director (m/w/x)

📍 Madrid

We are an international SEO agency with offices in Vienna and Madrid, helping companies achieve sustainable, performance-driven growth. We work with flat hierarchies, value collaboration on equal footing, and strongly believe in proactive people who take ownership, think ahead, and act entrepreneurially.

For our Madrid office, we are looking for an entrepreneurial Sales Director who takes economic responsibility and actively drives new business growth as well as the development of new projects.

### **Your Role**

As Sales Director, you will be responsible for building, managing, and continuously developing our sales activities. You operate close to the market, think strategically and commercially, and work closely with Consulting, Presales, and Management.

### **Your Responsibilities**

- Overall responsibility for the Sales function at our Madrid location
- Strategic and operational expansion of national and international new business
- Commercialization of our GEO and AI&digital performance solutions
- Development and execution of a holistic, economically sustainable sales strategy
- Identification of new market opportunities and expansion of a strong national network
- Leading client presentations, pitches, and contract negotiations

- Development of customized client solutions in close collaboration with Consulting & Presales
- Responsibility for pricing, commercial models, and contract closures
- Use of all relevant online and offline channels for lead generation
- Active contribution to the company's overall growth and business strategy

## Your Profile

- Degree in business administration, technology, or a comparable qualification
- Several years of experience in B2B sales, ideally in an agency, SEO, GEO, AI, or digital environment
- Solid knowledge of SEO-GEO, AI and SEM
- Proven experience in selling complex services and solution-based offerings
- Experience with sales strategy, forecasting, and budget responsibility is a plus
- Strong entrepreneurial mindset with a clear commercial focus
- Proactive, self-driven personality with a hands-on mentality
- Confident appearance and strong negotiation and closing skills
- Excellent presentation and communication skills

## What We Offer

- Annual gross salary starting from EUR 70,000, plus a performance-based bonus *(60% fixed salary / 40% bonus)*
- The opportunity to take real respVery good English skills and experience working in international environments
- A proven network of high-quality companies and retailers with a strong online presence.
- onsibility and actively shape the company's growth journey
- Flat hierarchies and an international, innovative company culture
- Long-term personal and professional development and career opportunities within our group, with locations in Austria and Spain,
- Flexible, location-independent working model
- State-of-the-art IT equipment to work efficiently from anywhere *(choice of Mac or Windows)*
- Attractive fringe benefits, including company phone and laptop, team trips, and regular team events
- Hybrid remote work system
- Reduced summer schedule
- Beautiful old-fashion office in the Madrid city center (near to Retiro park)

If you are a motivated, goal-oriented personality who enjoys taking responsibility and driving business growth, we look forward to receiving your application at:

mdrucker@improove.at