



## Vice President Client Strategy

The Vice President is responsible for driving new client and revenue growth of Quester's market research solutions.

### Job Responsibilities:

- Generate new business and grow accounts to meet revenue goals
- Cultivate leads through email, telephone, in-person and industry conference attendance
- Maintain healthy pipeline of prospects
- Manage all aspects of the sales process including prospecting, meeting, negotiating and closing deals
- Identify opportunities to enhance existing client outreach process
- Provide expertise and recommendations on research reports
- Develop comprehensive proposals in collaboration with the Research and Development team
- Become an expert of your clients' business and the industry in which they operate
- Track all sales activity within Salesforce
- Employ a consultative, strategic selling approach
- Entrepreneurial mindset required

### Job Requirements:

- Possess a bachelor's degree in marketing, business, marketing research preferred
- Minimum 5 years of sales experience required
- Proven record generating new business and renewing existing business
- Excellent interpersonal skills
- Travel required

**Location:** Corporate office located in Windsor Heights, Iowa  
Position location: remote

**Employment Classification:** Full Time/Non- Exempt

**Supervisor:** Senior Vice President, Client Strategy

### About Quester:

**Quester is an award-winning consumer intelligence firm that harnesses the power of human conversation, artificial intelligence technology, and expert marketing research design to yield superior understanding of consumers for clients. We believe in understanding people as people, not just consumers. Our deep curiosity drives us to dig deep into the heart, mind and soul of every person, to move beyond data point to real depth.**

**Uniquely, Quester blends the best of quantitative survey research into a single hybrid approach enabled by a one-of-a-kind linguistically-trained, artificial intelligence-backed**



**virtual moderator that conducts in-depth interviews among hundreds or thousands of consumers. Marketing scientists, research analysts, and linguistic analysts collaborate to produce a comprehensive analysis that goes beyond data to bring a full and complete story to life.**

NOTE: These statements are intended to describe the general nature and level of work involved for this job. It is not an exhaustive list of all responsibilities, duties and skills required of this job.