





# Senior Director

## Sales

-  **Location:** East Coast, USA
-  **Type:** Full-Time, Permanent
-  **Hybrid Schedule:** 2-3 days onsite / 2-3 days remote
-  **Reports To:** CEO

### About Lunio

Lunio is a fast-growing SaaS company on a mission to help performance marketers eliminate ad fraud and maximize return on ad spend. With a collaborative, high-performing team across the UK and US, we empower marketers to do more with every dollar. As we expand our presence in the US, we're looking for an experienced, revenue-driven sales professional who can help accelerate company growth.

### About the Role

We're seeking a Senior Director of Sales, with a proven track record of closing enterprise SaaS deals with the marketing teams of brands and their agency partners. In this quota-carrying role, you'll focus on new business acquisition, selling directly to senior marketing stakeholders and decision-makers. You'll own the full sales cycle - from pipeline generation to negotiation and closing - while partnering with internal teams to ensure a seamless customer experience.

This is a high impact, 'first feet on the US street' role, ideal for someone who thrives in a fast-moving, data-driven environment and is energized by prospecting, solution selling, and building lasting relationships.

In parallel to this role, we're hiring a Senior Director, Customer Success. We anticipate these 2 roles will partner closely together to accelerate our US business (already 40% of company revenue). The role has the potential to become a full leadership position over time if we can prove scalable US success.



## What You'll Do

### Own the Full Sales Cycle

- Prospect, pitch, negotiate, and close enterprise (\$50k – \$1M ACV) new business opportunities
- Develop tailored proposals and lead compelling product demos based on customer challenges and goals
- Navigate complex buying groups and stakeholders, especially within digital marketing and media teams

### Drive Pipeline Growth

- Actively self-source new enterprise pipeline while collaborating with SDRs, marketing, and partnerships for qualified opportunities
- Maintain a disciplined, metrics-driven approach to top-of-funnel (TOFU) and middle-of-funnel (MOFU) activity

### Manage Your Business

- Maintain accurate, up-to-date pipeline and forecasts in the CRM
- Meet or exceed monthly and quarterly sales targets
- Ensure clean contract management, pricing, and compliance with internal deal policies

### Be a Strategic Partner

- Work closely with Customer Success to ensure smooth handoffs and long-term account health
- Provide actionable market feedback to the Product and Marketing teams to ensure success in the US marketplace.
- Be the face of our business in the US marketplace

## What You'll Bring






- 8+ years of SaaS enterprise sales experience, ideally in adtech, martech, or performance marketing platforms
- Proven ability to consistently exceed quota in a new business-focused role
- Strong grasp of **paid media, digital marketing, or analytics platforms**
- Comfort selling to **VP+ stakeholders** within marketing, growth, and digital teams
- Familiarity with **value-based and consultative sales methodologies** (e.g., MEDDIC)
- Self-starter with **excellent communication, presentation, and negotiation skills**
- CRM discipline (HubSpot or Salesforce preferred) and strong deal hygiene

## Bonus Points If You Have

- Experience working with media agencies or digital marketing consultants
- Background in a high-growth startup or scaling B2B SaaS environment
- Exposure to fraud prevention, ad verification, or attribution platforms



## Why You'll Love It Here

-  Competitive base salary + uncapped commission
-  Remote flexibility with optional coworking/office space
-  Opportunity to grow into enterprise or strategic sales
-  Be part of a passionate, ambitious, and supportive sales culture
-  Direct line of sight to company growth and leadership

## Package

At Lunio, we believe high performance is sustained by high well-being. Our U.S. policies are designed to match the care and flexibility we extend to our UK team while remaining regionally competitive and compliant, including a full suite of benefits designed to support your health, growth, and work-life balance.

- **Medical, Dental, and Vision Insurance:** Comprehensive coverage to support your physical and mental health — because feeling your best means performing your best.
- **401(k) Retirement Plan:** Plan for the future with confidence. Our 401(k) program helps you build long-term financial security, with options to contribute pre-tax and/or Roth, and employer matching to boost your savings.
- **Paid Time Off (PTO):** Earned time off, as well as paid company holidays
- **Sick Leave:** Separate from PTO to ensure you can take care of your health
- **Parental Leave:** Paid leave for new parents (birth, adoption, or foster placement)
- **Remote Work Flexibility:** Hybrid work environment with flexibility
- **Professional Development:** Options for coaching, online courses and education reimbursements

**Ready to join a winning team and make your mark  
in a high-growth SaaS business? **Let's talk.****

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