





# Account Executive, North America

*A high-performance closer focused on direct-to-brand enterprise acquisition*

-  **Location:** East Coast, USA
-  **Type:** Full-Time, Permanent
-  **Hybrid:** 2-3 days onsite / 2-3 days remote
-  **Reports To:** VP Sales (US)

## About Lunio

Lunio is a fast-growing SaaS company on a mission to help performance marketers eliminate ad fraud and maximise return on ad spend. With a high-performing team across the UK and US, we empower marketers to do more with every dollar and we're just getting started. Following rapid growth in North America, we're expanding our US Sales team to capture a massive untapped market of direct-to-brand advertisers.

## About The Role

We're hiring an Account Executive to own the full sales cycle for direct-to-brand enterprise opportunities in the US market. You'll be focused on identifying, engaging, and converting high-potential prospects into long-term Lunio customers, targeting paid media and growth leaders at performance-driven brands.

This is a high-ownership, revenue-generating role for someone who loves pipeline accountability, thrives in outbound-heavy environments, and is motivated by the clarity of quota. You'll work closely with a US-based Senior Director of Sales for strategic guidance and support, but you'll be trusted to drive deals independently and own your number.



## What You'll Do

### Own the Direct Sales Motion

- Run the full sales cycle from outbound prospecting through to close
- Manage deal sizes between \$50k and \$250k ACV
- Tailor proposals and demos to customer-specific goals and ad performance challenges
- Navigate multi-stakeholder sales processes (Marketing, Digital, Procurement, Legal)

### Build & Convert Pipeline

- Source and qualify your own pipeline through outbound, marketing programs, and events
- Manage TOFU and MOFU rigorously: outbound email, cold calling, video
- prospecting, social selling
- Maintain CRM discipline for forecasting and deal hygiene (HubSpot/Salesforce)
- Consistently exceed monthly and quarterly targets

### Collaborate Cross-Functionally

- Partner with Marketing to feed back on messaging resonance and campaign insights
- Work closely with Customer Success to ensure smooth handovers and long-term account health
- Share competitive and ICP learnings with Product and Revenue teams

## What You'll Bring









- 4-6 years of experience in SaaS sales, ideally in a full sales cycle role
- Strong track record of closing new business directly with enterprise or upper-mid-market brands
- Familiarity with digital advertising, paid media, or analytics platforms.
- Confidence and clarity in engaging VP-level marketing, performance, or digital stakeholders
- Self-motivation, resourcefulness, and hunger to win
- High attention to detail and discipline around process, CRM usage, and forecasting



### Bonus Points if you have

- Experience in adtech, martech, or performance-driven SaaS
- Prior success in an outbound-heavy or greenfield territory
- Formal training in MEDDIC, or similar sales methodologies
- Comfortable working in fast-paced, scale-up environments

### Why You'll Love It Here

-  Competitive base salary + uncapped commission
-  Meaningful equity in a high-growth SaaS company
-  Hybrid flexibility with coworking support
-  20 days PTO + 10 US public holidays + dedicated sick leave
-  Medical, Dental, and Vision Insurance & 401(k) Retirement Plan
-  Generous parental leave and mental health support
-  Professional development budgets
-  A no-politics culture with high trust, high accountability, and huge upside

**Let's build something impactful together.**

Apply now to join Lunio as we help marketers do more with every dollar.

[recruitment@lunio.ai](mailto:recruitment@lunio.ai)