



POSITION: Director, Data Products

REPORTS TO: Senior Vice President, Turnkey Intelligence

PROCESS: Submit resume to www.turnkeyse.com

COMPANY BACKGROUND:

Turnkey Sports & Entertainment (Turnkey) is an advisory firm in the sports and live entertainment industry. The firm specializes in two key practice areas:

- Turnkey Intelligence: provider of a wide range of insights, analytics and data solutions to the sports and entertainment industry via our custom product suite (currently featuring Surveyor, Prospector G-2, and Activator). Turnkey Intelligence executes the collection and analysis of consumer feedback for sports teams and live entertainment, provides lead scoring and automation tools to ticket sales groups, and advises teams and properties on how to use data to become more efficient and effective businesses.
- Turnkey Search: sports industry market leader in executive search, job boards, applicant tracking systems and human resource services.

Our client list includes more than 70 teams, leagues, and brands including the Kansas City Chiefs, New York Jets, United States Tennis Association (USTA), National Hot Rod Association (NHRA), Detroit Red Wings, Maloof Sports & Entertainment, Los Angeles Dodgers, Feld Entertainment, NFL, NBA, MLB, NHL, and MLS.

Our work environment is fun, energetic, and very entrepreneurial. We are looking to add the next piece to our team that will help us over-service and anticipate the future needs of the fast-paced sectors of sports and entertainment. Located in beautiful and quaint Haddonfield, NJ, Turnkey Sports and Entertainment provides an appealing working environment and is extremely well-positioned for continued growth.

POSITION SUMMARY

The Director, Data Products will focus on business development of all data products available through Turnkey Intelligence. This product list includes but is not limited to the consumer/business lead lists, consumer/business record enhancements, reverse data appends, new data products and custom analysis of data products. Potential clients would include major- and minor-league sports properties, governing bodies, colleges and universities, venues, promoters, music concerts and festivals.

Turnkey's Data Products: Turnkey currently has non-exclusive relationships with Acxiom Corporation and InfoUSA. These relationships provide us with near-real-time access to data record enhancements. Our relationship with Acxiom gives us access to extensive demographic, household and lifestyle data; we also receive PersoniX cluster information and Discretionary Income Index data. Our relationship with InfoUSA provides robust corporate profile data for businesses. List purchases are available through both vendors.

ESSENTIAL DUTIES

- Build relationships with multiple data sources, both existing and new partners, to ensure Turnkey is offering the best available data sources to our clients
- Create target lists of prospects for various data products
- Prospect and sell data product offerings across the sports and live entertainment industry
- Independently manage sales webinars and sales calls
- Support all current Turnkey Intelligence client needs for data products
- Support Turnkey Intelligence staff as a data products specialist
- Keep organized records of progress within Turnkey's CRM system
- Collaborate with Turnkey team members on data product feedback
- Other duties or assignments that may be necessary to support Turnkey Intelligence

EXPERIENCE & QUALIFICATIONS

- Minimum three (3) years experience in list and data record enhancement sales or purchasing
- Experience consulting clients with their use of data products
- Must be organized, a self-starter and able to work in a fast-paced environment
- Must have a passion for sales and a passion for growing a new market segment
- Bachelor's degree required