

ABM Manager India

About Aviso

Aviso is the leading AI revenue operating system. We act as a compass to guide sales teams to maximize growth and minimize risk. Aviso's predictive AI delivers revenue intelligence, drives team-wide actions and course corrections, and gives precise guidance so sellers and teams don't get lost in the fog of CRM and other point tools.

With demonstrated results across Fortune 500 companies and industry leaders such as Dell, Nuance, Honeywell, Elastic, GitHub and RingCentral, Aviso works at the frontier of AI to help teams close more deals and drive more revenue. Aviso AI has generated 350 billion insights, analyzed \$400B in pipeline, and helped customers win \$1640B in deals. By using Aviso AI, sales teams close on average 20% more deals with 98%+ accuracy, reduce sales cycles by north of 25%, and reduce spending on non-core CRM licenses by 30%.

Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and other leading Silicon Valley investors.

Who You Are

You have a keen understanding of Account based Marketing (ABM) and Sales Development strategies and tools. You are a passionate and revenue driven person with a proven track record of developing and implementing ABM across the organization and aligning sales teams for success. You are a demand generation leader with a strong focus on leveraging the right channels and tactics for ABM

You will report to our VP of Marketing and work closely with the rest of Aviso's marketing team. This role is remote and can be based anywhere in India.

Your Future Responsibilities

- Define, execute, and optimize ABM techniques and processes across all regions and using industry best practices that are effective for B2B SaaS revenue growth
- Develop key account intelligence specific to strategic accounts and set up processes to obtain them
- Liaison with Sales and AE in selecting, targeting and analysing the right accounts for ABM across all tiers
- Develop personalized ABM campaigns leveraging the right intell for maximum account outreach
- Develop targeted, relevant and personalized messages and copy for channels including landing pages, emails, chat, account briefs, or other ABM specific content
- Work with inside sales and SDR teams to close the loop on key accounts and provide direction in increasing contacts with key decision makers
- Work with Field sales in the US in executing Account specific interventions both online

- and offline
- Provide weekly, monthly and quarterly account intelligence reports and insights to help sales take decisions and plan cadence for specific accounts based on the data
- Ability to target users across a variety of channels including LinkedIn, Email, Website, mobile, social media etc.
- Create and optimize paid advertising campaigns including display and remarketing
- Understand Sales process and have regular cadence with the teams to drive ABM success
- Ability to measure and track ABM success and report on it

Requirements

- Bachelor's degree preferred. MBA in Marketing is a big plus.
- 6-10 years of experience as a demand generation leader with a very specific focus on ABM for the last few years
- Proven track record of success in driving leads and revenue from ABM activities for a B2B Software company.
- Understands both strategic ABM and tactical ABM and can view a holistic picture
- Knows the tools and tactics of programmatic ABM including Ads
- Is a strong communicator and has the ability to obtain and present key account data to stakeholders
- Is a good content and copy-writer and create messages
- Familiar with ABM tools like Terminus, Triblio, Demand base etc. is a big plus
- Should have a strong understanding of Hubspot marketing automation for creating ABM specific content and campaigns
- Familiar with Sales engagement tools like Outreach, Salesloft or Hubspot SalesHub
- Experience with Account/Market Intelligence tools like Zoominfo, Insideview, Hoovers etc. for gathering account Insights
- Knowledge of Intercom, Drift or other conversational messaging tools is good to have
- Analytical, with passion for intelligently measuring and assessing results
- Ability to effectively collaborate with a team of coworkers both in-person and remote
- Strong Excel skills and proficiency with G Suite, particularly Google Sheets and Docs
- Strong organizational skills and attention to detail
- Flexibility, adaptability, comfort with multitasking
- Efficient, professional, with a passion for quality and meeting deadlines

Aviso offers:

- Dynamic, diverse startup environment driven by transparency and velocity
- Convenient office locations in Hyderabad and Bangalore tech hubs
- Competitive salaries and company equity, and a focus on developing world class talent

operations

- Comprehensive medical insurance available for you and your family
- Upskilling and learning support including via paid conferences, online courses, and certifications