

Job Description - Chief Revenue Officer

About Brulee

A fast-growing digital publishing company, established by online advertising veterans, focused at creating and managing premium publisher sites. Company office is in Emek-Hefer.

Job Brief

We are looking for a talented and experienced CRO to take full responsibility of the company's Ad Operations. You will be responsible for everything related to our ad monetization sphere; searching, recruiting, onboarding and managing advertisers of different scale and hands-on management of the demand directly on site using different ad serving technologies.

This position has a critical impact on the company's success and growth and requires a special combination of high-level business development with low-level day to day work. 'Big-head' approach, high availability and willingness to work outside official working hours, including evening and weekends is required.

Your Responsibilities

- Build, implement and lead our Monetization Strategy to align with business goals
- Hands on work on Google DFP and Header Bidding technologies
- Find, engage & sell our brands to world's biggest networks, advertisers and exchanges
- Analyze performance of our ad operation and derive business objectives
- Set advertiser objectives and track client results and ROI
- Directly manage an offshore trafficking team
- Collaborate with marketing team to ensure brand consistency
- Stay up-to-date with current technologies and trends in the ad tech ecosystem

Our Requirements

- Very high level English, both written and spoken. (dah...)
- Analytic mind-set (cares about HOW more than the WHY)
- Deep understanding of the advertising/publishing industry (to shorten your learning curve)
- Extensive, practical experience and proven success in monetizing large publisher inventory in the ad tech space (so you can teach us)
- Experience with Google Publisher tools (Analytics, AdSense, DFP, Adx)
- Advanced negotiation skills (so you can generate more \$\$\$)
- Fast thinker, Fast Implementer! (for real; if you aren't - don't even apply)
- Multitasking skills (so you can do everything, now)
- Ability to combine high level business discussions with day to day hands on work (one man show)

Think you are the right person?

Please send your CV to jobs@bruleemedia.com and gil@bruleemedia.com