



SUBSUMMIT

Director of Sales

Permanent | Full-time

Location

Hybrid position

Troy, MI | Boston, MA

Team Reporting and Structure

Reporting to: SubSummit CEO

Role Overview

As Director of Sales, you will drive execution for SubSummit's sponsorship growth strategy. You'll develop and lead a high-performing sales team, build relationships with top-tier solution providers, and execute sponsorship agreements that deliver measurable value. This role is perfect for a strategic, metrics-driven sales executive who thrives in an entrepreneurial environment and understands the power of partnerships in the event space.

Sales Leadership & Strategy

- Lead and mentor the sales team to achieve and exceed revenue goals for SubSummit 2027 and beyond.
- Develop and execute a comprehensive sponsorship sales strategy aligned with company growth objectives.

Sponsorship Sale & Business Development

- Build and maintain relationships with C-level executives and decision-makers at qualified solution provider companies.
- Conduct and oversee sponsorship discovery and pitch calls to identify the objectives of the prospect and tailor sponsorship packages.
- Create customized sponsorship packages that drive ROI and align with prospects goals.
- Oversee full-cycle deal management, from prospecting and pitching to contract negotiation and delivery.

Cross-Functional Collaboration

- Collaborate cross-functionally with Marketing and Operations to ensure flawless sponsor execution.

Reporting & Industry Engagement

- Track and report on sales performance metrics, pipeline health, and market trends.
- Represent SubSummit at industry events, conferences, and networking functions.



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Qualifications

- Minimum 5+ years of B2B event sponsorship sales experience, including team leadership.
- Demonstrated record of exceeding multimillion dollar sales targets.
- Strong negotiation, presentation, and relationship management skills.
- Deep understanding of sponsorship valuation and partnership marketing.
- Entrepreneurial mindset with strong business acumen and strategic thinking.
- Proficiency in HubSpot and LinkedIn Sales Navigator (required); familiarity with Apollo preferred.

Compensation & Benefits

- Competitive base salary + uncapped commission structure.
- Comprehensive benefits package including medical, dental, and vision.
- 20 PTO days + company-paid holidays.
- Direct influence on the growth and success of SubSummit's flagship event.
- Collaborative, mission-driven, and fast-paced team environment.

Company Overview

www.nineteengroup.com

Nineteen Group is a fast-growing events and media business backed by Phoenix Equity Partners, serving vital sectors including security, fire safety, emergency services, retail technology, health and safety, construction, manufacturing, and more.

We build vibrant industry communities through world-class events and media, creating spaces where ideas are shared, relationships are formed, and practical solutions shape the future.

SubSummit is part of the Nineteen Group portfolio and is the world's largest conference dedicated to the subscription, membership, and recurring revenue economy. SubSummit 2027 takes place June 21-23, 2027, in Nashville, Tennessee, bringing together thousands of industry leaders to connect, learn, and help shape the future of commerce.

Headquartered in Wimbledon, London, with offices across the USA, Australia, Hong Kong, and Singapore, Nineteen is powered by a passionate global team. Our people live our KADI values – Kind, Agile, Driven, and Inclusive – because we're a culture-first organization that puts our people first; we just happen to do great events too.

Equal Opportunities

Inclusivity is at the heart of everything we do at Nineteen, and that requires a diverse team of great colleagues who feel they have a clear place with us, supporting us all to grow. The more inclusive our employees feel, the better we feel and the quicker we all develop. We are keen to meet people with varied backgrounds and experiences.

We recruit based on merit, potential, and fit to our cultural values. Product knowledge we can teach.