

Director of Sales

Nineteen Group



LOCATION

This is a hybrid role, centrally operating from Boston, MA

ROLE OVERVIEW

Nineteen Group Americas is seeking a commercially driven, hands-on Director of Sales to lead and support our U.S. sales organization. This is a true player coach role: you will personally manage a multi-million dollar book of key accounts while leading, coaching, and developing a high-performing team of Account Executives.

This position is designed to strengthen and scale our existing sales organization, not to overhaul it. You will bring structure, coaching, process excellence, and strategic leadership to an established team, while acting as a senior seller and trusted partner to Nineteen Group's most important customers across multiple verticals.

KEY RESPONSIBILITIES

Sales Leadership & Coaching

- Lead, mentor, and coach a team of up to five Account Executives to consistently achieve and exceed revenue targets.
- Act as a player-coach, modeling best-in-class sales behaviors, consultative selling techniques, and disciplined execution.
- Provide ongoing coaching on prospecting strategies, discovery, value-based selling, negotiation, and account expansion.
- Support onboarding, ramp-up, and ongoing development of new sales hires.
- Foster a collaborative, performance-driven sales culture aligned with Nineteen Group's existing values and approach.

Revenue Generation & Key Account Management

- Own and grow a multi-million dollar portfolio of key strategic accounts across multiple industry verticals.
- Build trusted, long-term relationships with senior decision-makers and stakeholders.
- Develop customized sponsorship and exhibition solutions that align customer objectives with Nineteen Group's event portfolios.
- Lead complex deal cycles, renewals, and multi-event agreements.

Sales Process, KPIs & Forecasting

- Manage and continually refine the sales process, from prospecting through close and renewal.
- Establish, track, and report on key sales KPIs including pipeline health, conversion rates, forecast accuracy, and quota attainment.
- Ensure consistent CRM usage, data accuracy, and forecasting discipline across the team.
- Analyze performance data to identify trends, risks, and opportunities, translating insights into action

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Cross-Functional Collaboration

- Partner closely with marketing to align campaigns, messaging, and lead-generation initiatives.
- Collaborate with operations and event teams to ensure a seamless handoff and successful delivery for sponsors and exhibitors
- Work alongside senior leadership to align commercial strategy with company growth objectives.

Market & Strategic Insight

- Stay informed on market trends, customer needs, and competitive activity.
- Provide feedback and insights to leadership on product development, pricing, and go-to-market strategies.

QUALIFICATIONS & EXPERIENCE

Desirable

- 8+ years of B2B sales experience, ideally within the conference and trade show space.
- Proven experience leading and coaching sales teams while maintaining personal production as a top performer.
- Demonstrated success managing large, complex accounts and multi-million-dollar revenue portfolios.
- Strong understanding of sales process design, KPI management, forecasting, and CRM best practices.
- Exceptional communication, presentation, and negotiation skills.
- Highly organized, analytical, and comfortable operating in a fast-growing environment.
- Collaborative leadership style with a passion for developing people.
- Willingness to travel as needed for client meetings and events.

Benefits

- Hybrid work environment (2-3 days onsite per week) in our Boston office near South Station.
- Generous 20 paid vacation days per calendar year plus sick time
- 10 paid company holidays, two floating holidays, paid office closure between Christmas and New Year, and your birthday off.
- 401(k) plan with employer match.
- Comprehensive benefits including medical, dental, vision, HSA, and FSA options.
- Employer-paid life insurance, short-term disability, and long-term disability.

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COMPANY OVERVIEW

www.nineteengroup.com

Nineteen Group is an international events and media business dedicated to creating high quality, content led conferences, exhibitions, and communities across a range of high growth industries. We bring together senior decision makers, innovators, and solution providers to drive meaningful connections, commercial outcomes, and long term partnerships.

With a strong entrepreneurial culture and a growing U.S. presence, Nineteen Group prides itself on delivering premium experiences for attendees and measurable ROI for sponsors and exhibitors. Our Americas business is focused on scaling thoughtfully - investing in our people, our products, and our customer relationships to support sustainable growth across multiple verticals.

EQUAL OPPORTUNITIES

Nineteen Group provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, national origin, age, sex, sexual orientation, veteran status, disability, or genetics. In addition to federal law requirements, Nineteen Group complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has offices. This policy applies to all terms and conditions of employment.