



Sales Representative

Boston, MA – Hybrid

Job Description

Nineteen Group Americas is seeking a driven and results-oriented Sales Representative to join our commercial team. This role is responsible for generating sponsorship and exhibit revenue across our U.S. conferences and exhibitions. You will prospect new business, manage key accounts, and deliver consultative, tailored packages that align with client objectives.

This role requires a proactive approach to building relationships, disciplined pipeline management, and the ability to thrive in a fast-growing events business.

Responsibilities

- Sell sponsorship and exhibit packages to achieve and exceed revenue targets.
- Research and prospect new business through a multi-channel approach, including phone, email, social, and in-person meetings.
- Develop a strong understanding of attendee profiles to align offerings with customer objectives and maximize ROI.
- Craft customized sponsorship proposals that deliver value to our customers.
- Maintain accurate pipeline reports, providing regular updates on progress against targets.
- Support database growth and ensuring account and contact data is updated.
- Leading up to and on-site at events, rebook customers and assist in space draw, booth selection, and sponsorship renewal.
- Travel to client offices, industry events, and trade shows to build relationships and uncover new opportunities.
- Provide a clean handoff to operations for fulfillment, while remaining accountable for the commercial relationship.
- Collaborate with industry colleagues and founders to maximize sales opportunities.
- Collaborate with marketing on exhibitor and sponsor marketing campaigns and collateral to drive qualified leads.



- Stay aware of market trends and competitor activity to inform sales conversations and identify opportunities.

Qualifications

- Must be legally authorized to work in the United States without the need for employer sponsorship.
- 3+ years of B2B sales experience, ideally in event sponsorship or exhibition sales.
- Proven success in new business development and account management.
- Strong communication and presentation skills with the ability to sell to senior decision-makers.
- Experience building tailored sponsorship packages that deliver measurable outcomes.
- Comfortable managing pipeline and forecast reporting in CRM.
- Highly organized with strong time management, prospecting and reporting discipline.
- Collaborative team player, comfortable working across marketing and operations functions.
- Self-motivated, results-driven, and solutions-oriented.
- Willingness to travel up to 20%.

Compensation & Benefits

- Salary: Competitive base DOE, plus commission (uncapped earning potential)
- Hybrid work experience (2-3 days on-site per week) in the heart of Boston, just steps away from South Station
- Generous 20 paid vacation days per calendar year in addition to 40 hours of sick time
- 10 paid company holidays in addition to two floating holidays, paid office closure between Christmas and New Year, and your birthday off
- 401(k) Plan with employer match
- Full benefits package including medical, dental, vision, voluntary life insurance, HSA, and FSA.



- Basic life, long-term disability & short-term disability coverage

Equal Employment

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, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

About Nineteen Group

www.nineteengroup.com

Nineteen Group is a rapidly expanding, dynamic, and ambitious media and events company, backed by Phoenix Equity Partners. The company is actively growing its portfolio by launching and developing events, exhibitions, and publishing initiatives. With over 30 events held annually across the globe, Nineteen Group serves industries such as retail, security, cybersecurity, fire safety, emergency services, construction, manufacturing, health and safety, maintenance, and more.

In addition to its events, the company has a strong publishing and media division, producing news outlets, awards, summits, and networking events. Nineteen creates platforms through which communities engage, innovate, and grow. We have a proven track record of attracting leading business decision-makers who attend to gain commercial insights and best practices.

Nineteen Group is run by a team of passionate professionals who care deeply about what they do, love the excitement of events, and bring their unique personalities to work to make a difference to our customers. We are constantly striving to push the boundaries of our events and deliver a rewarding experience for both exhibitors and visitors.