



SR SALES EXECUTIVE

ABOUT SHOTTRACKER

ShotTracker is redefining sports analytics and fan engagement with a suite of cutting-edge products designed to deliver real-time performance data, video integration, and interactive experiences to coaches, players, teams, and fans at every level.

Our solutions, including Helix (automated stat tracking, analysis and real-time game insights), Pulse (video and stats integration), Scout (AI-powered scouting), and Hype (interactive visualization and fan engagement tools), empower teams to gain a competitive edge while enhancing the fan experience both in-game and through second-screen interactions.

ShotTracker's technology fuels actionable insights and captivating content, enabling teams to make smarter decisions on the court while deepening connections with their fan bases. We're seeking a Senior Sales Executive who is passionate about sports, fan engagement, and technology, with a proven track record of driving sales in collegiate athletics, professional sports, and sponsorship markets.

ROLE OVERVIEW

As a Senior Sales Executive, you will lead ShotTracker's efforts to drive revenue across collegiate athletic programs, professional sports teams, leagues, and sponsors. In this role, you will not only highlight the performance-enhancing benefits of Pulse, Scout, and Helix, but also showcase how Hype transforms fan engagement by delivering immersive, sponsorable, interactive content and games tailored to live game-day experiences and second-screen environments.

This position demands a consultative, value-based sales approach, leveraging methodologies like the Challenger method to articulate ShotTracker's unique value proposition to both performance-driven and fan engagement-focused stakeholders.

RESPONSIBILITIES

- Develop and execute a comprehensive market driven sales strategy to meet and exceed revenue targets across ShotTracker's suite of products, including Pulse, Scout, Helix, and Hype.
- Identify, qualify, and close new sales opportunities with athletic departments, coaching staff, sponsors, and venue operators.
- Use value-based sales methodologies, such as the Challenger method, to showcase how ShotTracker's technology addresses performance and fan engagement challenges.
- Deliver compelling, tailored product demonstrations that illustrate how Pulse, Scout, and Helix optimize team performance and how Hype transforms the fan experience through real-time data visualizations and interactive content.
- Explain how ShotTracker's solutions enhance in-game fan engagement and extend reach through second-screen platforms, benefiting teams, sponsors, and broadcasters alike.
- Collaborate with partners to design and implement custom Hype content, including real-time visualizations, trivia, predictive games, and branded sponsorship activations, to elevate the game-day experience.
- Educate stakeholders on how Hype creates new revenue streams by integrating sponsorship opportunities into interactive content.
- Build and nurture relationships with athletic directors, coaches, venue operations staff, sponsors, and conference officials.
- Leverage your network to create and expand opportunities in collegiate and professional sports ecosystems



- Work closely with marketing, product, and customer success teams to align messaging, enhance product features, and ensure customer satisfaction.
- Provide feedback on market trends, customer needs, and product performance to guide strategic decisions.
- Stay ahead of trends in sports analytics, fan engagement, and sponsorship opportunities within collegiate and professional sports.
- Position ShotTracker as a thought leader and innovator in sports performance and fan engagement technology.
- Maintain accurate records of sales activities, forecasts, and results using our CRM.
- Provide regular updates to leadership on progress toward sales goals and market penetration.

QUALIFICATIONS

- 5-7 years of experience in sales, particularly in sports tech, data (DaaS/technology (SaaS) or ad sales/sponsorship sales, with a focus on collegiate athletic departments, coaching staff, and sponsors.
- Proven ability to sell solutions that blend performance analytics with fan engagement, leveraging real-time data and content.
- Strong track record of using value-based sales methodologies, such as the Challenger method, to close deals and drive customer success.
- Demonstrated ability to meet or exceed sales targets, particularly in B2B environments with complex, multi-stakeholder sales processes.
- Technical acumen to explain advanced analytics, real-time visualization, and AI-driven tools to non-technical and technical stakeholders alike.
- Exceptional relationship-building and communication skills, with a talent for engaging athletic directors, coaches, sponsors, and venue operators.
- Creative problem-solving skills to align ShotTracker's solutions with customers' unique performance and fan engagement needs.
- Existing relationships within collegiate athletic departments, professional teams, or sponsorship/venue operations teams, preferred.
- Experience with analytics platforms, CRM tools, and fan engagement technologies (e.g., visualization platforms or interactive content tools).
- Bachelor's degree in Business, Sports Management, or a related field.

WHY JOIN SHOTTRACKER?

- Innovative Technology: Join a team revolutionizing how teams and fans connect through analytics and interactive experiences.
- Impactful Work: Shape the future of sports analytics and fan engagement while helping teams and organizations achieve their goals.
- Collaborative Culture: Work with a passionate and dynamic group of professionals in a fast-growing industry.
- Career Growth: Be part of a company at the forefront of sports technology, with ample opportunities for career advancement.
- Competitive Compensation: Our compensation includes base salary, performance-based commissions, and a comprehensive benefits package.

INTERESTED? COMPLETE THE ONLINE [JOB APPLICATION](#).