

About FanIQ One

FanIQ One is the audience intelligence and marketing platform built for the live events industry. We help teams, venues, and promoters market smarter — combining fan data, creative automation, and performance analytics to drive real results across multi-platform paid social (Meta, Google, TikTok, Snap, and more).

Today, FanIQ powers marketing performance for nearly 100 partners across live sports, entertainment, and ticketing. Our platform integrates with 20+ live event technologies — including major ticketing partners such as Ticketmaster, AXS, and SeatGeek — along with leading CRMs and CDPs, connecting audience data with campaign performance in real time.

The opportunity is enormous: the sports and live entertainment industry spends over \$10 billion annually on digital advertising, yet most organizations still rely on manual workflows and disconnected tools. FanIQ One is changing that — bringing automation, intelligence, and scale to how the live events world markets to fans.

If you're passionate about live events, data-driven marketing, and helping organizations connect with fans in smarter ways, this is your opportunity to help shape the future of fan marketing.

The Opportunity

We're looking for a Director of Sales to lead FanIQ One's next stage of growth.

This role is ideal for someone who's built a strong career in inside sales, partnerships, or marketing at a sports team, venue, or event organization — and wants to move to the vendor/platform side, selling a product that powers the entire industry.

You'll own the full sales cycle, expand our footprint across sports, as well as festivals and venues, and help define how FanIQ scales.

What You'll Do

- Build and manage a pipeline of teams, venues, leagues, and promoters across sports and live entertainment.

- Own full-cycle sales from outreach to close and onboarding.

- Deliver on a seven-figure new-revenue goal as FanIQ expands into new leagues and entertainment categories.

- Collaborate with marketing and product teams to refine messaging, demos, and ROI storytelling.

- Represent FanIQ at industry events and develop relationships across emerging verticals.

Share client insights to inform product direction and go-to-market strategy.
Help recruit, train, and mentor future sales team members as the organization scales.

What We're Looking For

4–8 years of experience in ticketing, sponsorship, or marketing sales, ideally with sports or entertainment properties.

Strong understanding of how fan marketing, ticketing, and digital campaigns intersect.

Relationship-builder with a consultative sales approach and a track record of closing.

Entrepreneurial and motivated to help shape a fast-growing startup's commercial foundation.

Excellent communicator, storyteller, and collaborator.

What's in It for You

Strong six-figure compensation opportunity with a mix of base and performance incentive.

Equity participation in a high-growth company.

Health, dental, and vision coverage.

Flexible, fully remote work environment.

Ground-floor opportunity to lead growth for a proven platform already trusted by 100+ partners