

Director of Sales, New Construction

About the Role

Audience Town is seeking a driven, relationship-first sales leader to join our growing team as Director of Sales, New Construction. This is a high-impact, high-visibility role built for someone who thrives in a consultative sales environment, knows the homebuilding industry deeply, and is energized by the opportunity to build something meaningful at a fast-growing startup.

As Director of Sales, you will own the full sales cycle for new builder accounts -- from prospecting and pipeline development through contract close. You will be a key voice in shaping how Audience Town shows up in the market, refining our go-to-market approach, and helping builders understand a category of audience intelligence that most have never seen before. The ideal candidate brings experience selling paid media or digital advertising solutions and has meaningful exposure to the homebuilding industry -- someone who understands how builders think, buy, and measure success.

This is not a transactional role. It requires patience, credibility, and the ability to build trust with senior marketing and sales leaders at the country's top homebuilders. A meaningful part of this role sits at the intersection of audience data and paid media activation, and the right candidate will be equally comfortable talking strategy with a VP of Marketing as they are walking a builder through a media proposal.

Key Responsibilities

Sales and Business Development

- Identify, target, and pursue new builder accounts within the single-family new construction sector, with a focus on the Builder Top 200.
- Own the full sales cycle from prospecting and outreach through discovery, demo, proposal, and close.
- Lead consultative sales conversations with VP-level and C-suite marketing and sales stakeholders, understanding their business challenges and aligning Audience Town's platform to their goals.
- Develop and manage a healthy, well-documented pipeline using CRM tools, with accurate forecasting and consistent progression.
- Collaborate closely with Customer Success to ensure a seamless handoff and strong client experience from day one.

Market Expertise and Positioning

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- Serve as a subject matter expert in the new construction marketing landscape, staying current on builder priorities, market dynamics, competitor activity, industry trends, and the evolving paid media and programmatic ecosystem.
- Effectively communicate Audience Town's upstream audience value, helping prospects understand the difference between activation and analytics, and why reaching buyers 6-12 months before a CRM entry changes the economics of builder marketing.
- Leverage fluency in paid media channels, including programmatic, CTV, display, and social, to have credible conversations with builder marketing teams about how audience intelligence enhances their existing media mix.
- Leverage industry relationships and credibility to open doors, build trust quickly, and position Audience Town as a long-term strategic partner.

Pipeline and Revenue Growth

- Meet and exceed monthly and quarterly new logo targets, contributing directly to company ARR growth.
- Identify expansion and upsell opportunities in collaboration with Customer Success.
- Contribute to the development of sales materials, outreach sequences, and go-to-market strategy as a collaborative partner to marketing and leadership.

Who You Are

- You have 7+ years of experience in B2B sales, with meaningful time spent selling into the homebuilding or real estate technology space.
- You are deeply comfortable navigating long, multi-threaded sales cycles with multiple stakeholders and decision makers.
- You lead with relationships, not transactions -- you take time to understand a builder's business before you ever talk product.
- You are self-directed and entrepreneurial. You do not need a playbook handed to you; you help write it.
- You are a clear and confident communicator, equally effective in a cold email, a discovery call, or a room full of executives.
- You bring a coachable, team-first mentality and understand that individual success is tied to collective success.
- You are energized by the startup environment -- the speed, the ambiguity, and the opportunity to shape something from the ground up.

Qualifications

- 7+ years in a B2B sales role, ideally within proptech, media, SaaS, or real estate marketing.
- Demonstrated track record of meeting and exceeding quota in a new logo or hunter-style sales role.



- Experience selling paid media or digital advertising solutions is strongly preferred. Candidates who have sold programmatic, CTV, display, or social advertising products and understand how to connect media spend to measurable business outcomes will stand out.
- Experience managing complex sales processes involving multiple decision makers and influencers.
- Familiarity with the homebuilding industry and builder marketing ecosystems is strongly preferred.
- Proficiency with CRM platforms (Salesforce, HubSpot, or similar) and modern sales tools.
- Bachelor's degree or equivalent experience.

What We Offer

- Competitive base salary + uncapped commission structure
- Equity participation
- Remote work flexibility
- Health, dental, and vision benefits
- A seat at the table at a fast-growing company where your work directly shapes the business
- A mission-driven, collaborative team working to transform how builders find and reach homebuyers

About Audience Town

Audience Town is the only AI marketing platform that makes it easy to reach home movers with powerful technology.

There are four products: Analytics, AI Toolkit, Audience Data, and Advertising.

At the core of our platform is the Whengine®, the only home mover intelligence engine. Whengine® is built on the #1 superset of consumer and property data covering 280M US adults and 120M households to identify who is moving where, why and when.

Plus, Whengine integrates with leading technology like Google, Experian, Cotality, Meta, HubSpot, ECI Lasso, LiveRamp, TradeDesk, OpenAI, and Anthropic.

80+ new construction builders, 20 advertising platforms, 3,000 consumer brands - all rely on Audience Town.

Audience Town is the new infrastructure for home mover marketing.