



JJA Venture Search



OPPORTUNITY MONOGRAPH



SVP Business
Development
(Gaming & Esports
Unit)

Magid

Opportunity Monograph



MAGID

Vitals

Website

<http://www.magid.com>

Social Media

- [Twitter](#)
- [LinkedIn](#)

Time in Business: 60+ years

HQ: Minneapolis

Additional Offices: New York, Los Angeles, Iowa (company first started here). Satellite offices: Dallas, San Francisco, Chicago, Atlanta

Strategic Snapshot

For more than 60 years, Magid has been helping brands worldwide connect more closely with their customers and become an essential part of people's lives.

The company delivers an industry-defining combination of custom-tailored research, a deep, unrivaled understanding of human behavior, and operational expertise (consulting services) that helps clients understand and implement research insights.

Magid's team is the envy of the industry, and they bring a relentless focus to the above elements with every engagement. The insightful and highly actionable recommendations they deliver to clients are known for transforming not just businesses but entire sectors as well.

Structural & Financial Overview

- Magid is a privately-held, family type business with a 60-year operating history.

- Company began in the local media space, and remains well known in that area.
- There are 107 employees across the different offices (including some working remotely).
- Employees generally fall into four categories: Business development, qualitative analysts, quantitative analysts, consulting and marketing and operations.
- Total annual revenue of ~Strong 8-figures across four primary units:
 - Local Media (~37%)
 - Global Media (~35%)
 - Retail, CPG, Travel & Hospitality (~20%)
 - Gaming (~9%)
- Expecting solid YoY revenue growth in 2019.

Position Title: VP or SVP Business Development (SVPBD) Gaming & eSports Practice

Position Location: Los Angeles, CA (Sherman Oaks)

Reports To: Chief Product Officer / Head of Media & Entertainment

Compensation: Highly competitive base; revenue-based commission (includes ongoing); full benefits package.

Magid: Background & Overview

In today's competitive market research field, the clear winners are the companies that truly understand human behavior. Here, Magid stands head-and-shoulders above all the rest.

Magid possesses deep experience that spans not just years, but generations. The research they perform for brand clients is highly customized, and human-centered. Magid's team of experts conduct the highest quality qualitative and quantitative research with their clients' customers and their clients' competitors' customers to truly understand the answers those clients need the most. Findings are always presented with strategic implications and recommendations to optimize client opportunities. This work can be coupled with strategic consulting services to drill deeper into clients' broader industry context and full strategic recommendations and implementation.

Magid's team of passionate Gaming Practice professionals come from all levels and help shape every aspect of the video game industry including console, mobile, PC, competitive eSports and live streaming.

Magid is further differentiated by its consultative approach to engagements. Where many firms simply provide data and research results as stand-alone deliverables, Magid surrounds its findings with actionable insights, recommendations and expert implementation advice. For its consulting services, on a competitive positioning and pricing scale, Magid falls below high end consulting firms like McKinsey but above Research vendors like the global research firm GFK. For Research dominant projects, Magid is able to command a premium.

Discovering the "Why"

Understanding *what* people do is relatively easy. Discovering *why* they do it is the hard (and most valuable) part. Magid's expertise is in getting to the "why" behind human behavior. The company is able to do it so effectively because the members of its team have walked in their clients' shoes.



They know that each challenge needs a personalized yet nimble approach that will reveal the most relevant, high-impact solutions.

Magid’s new EmotionalDNA® (eDNA) product has applications across brands, content, programming, IP Development, media planning and buying, ad sales, recommendation engines and more. It helps clients drive ROI by harnessing the power of emotions in their business decisions.

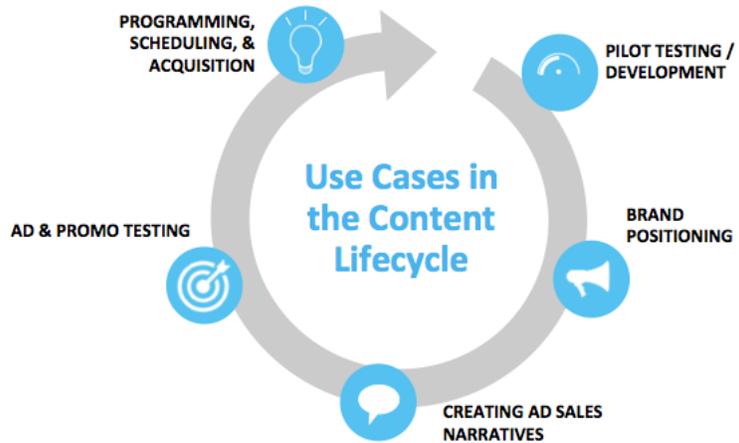
Video entertainment is all about emotions. Magid’s eDNA maps the emotional landscape of video from the viewer’s perspective, and can do so at scale. It’s the largest single-source, unbiased, research study of the emotional landscape of video entertainment that exists. eDNA uses advanced quantitative analytics to identify the emotional states that correlate with tune-in and other program ratings.

This groundbreaking work is being used to inform program development, branding, marketing, and advertising sales alike. eDNA has not yet been fully deployed in the gaming space, but Magid’s product roadmap has games as the next product extension. In the meantime, eDNA is available for custom projects in the gaming space.

The components of eDNA include:

- **Ad & Promo Testing + Ad & Promo Placement:** Clients can test and compare their creative to Magid’s database of over 3100 shows surfacing the optimal placement based on campaign goals. This allows them to project ad receptivity— including purchase intent — with any placement combination.
- **Content » Programming, Scheduling, Marketing, Sales:** This allows clients to maximize the value of their current content inventory, identify gaps and understand what differentiates their content. Clients are able to choose the highest impact messaging for promotions and schedule shows for optimal

EmotionalDNA Informs Decision-Making



audience engagement.

- **Pilot Testing:** Clients are able to map and compare the EmotionalSignature™ of their pilots against the entire landscape for a detailed understanding of how to position, schedule and market shows. eDNA helps them create an emotional “baseline” for comparing episodes and making subtle changes to maintain points of difference or to proactively shift within a changing audience landscape.
- **Landscape Assessment:** With this feature, clients can leverage a detailed assessment and comparison of their EmotionalSignature™ to compare themselves against traditional and non-traditional competitors.

Magid’s Gaming Practice

The Magid Games Practice, launched in 2001, is a dedicated group of experts focused entirely on the gaming space, across all platforms.

The unit covers every genre with heavy emphasis in the sports, action adventure, shooter, RPG, MMO, and MOBA spaces. They regularly conduct research in the US and Western Europe, as well as in Eastern Europe, APAC, Brazil/LATAM and elsewhere.

WE HAVE EXTENSIVE EXPERIENCE AND RELATIONSHIPS



Some of the most frequently requested research requests in Gaming include: focus groups, quantitative research, gameplay exploration, ethnographies and strategic consulting.

Other Magid Units

Global Media & Entertainment: Consultants, facilitators and analysts in this unit come from varied backgrounds in content creation and distribution, to Internet and wireless services. They work across the entire global media and entertainment landscape, with large, established players as well as market entrants and startups on a wide variety of consulting, research and analytics engagements.

Local Media: Magid has experience working with local media organizations of all sizes and has clients in hundreds of newsrooms around the world, from large national broadcasters to small, independent operations in TV, digital, print and integrated brands.

Consumer Packaged Goods (CPG): From new product concepts to packaging, branding and messaging, Magid has been advising category leaders for decades and helping thousands of global brands

become an essential part of people’s lives through consulting, research and analytics.

Travel, hospitality & Leisure: Magid’s deep bench of expertise in travel, hospitality & leisure spans more than 100 brands in the industry and includes qualitative and quantitative capabilities along with

Our Values

Trust. Honesty. Excellence.
Respect. Family-Focused.
Grateful. Simplicity.
Curiosity. Courage.

business consultation and training. The company's strong focus on human-centered design is a particularly good fit for this sector.

Retail: Some of the world's largest retailers engage Magid to help them understand how consumers' changing needs and attitudes impact business strategy. Magid's experts focus on supporting the profit and revenue goals of retailers, resellers, and distributors by applying customer insights to real world business opportunities.

Executive Leadership Team @ Magid



Brent Magid, President & CEO

[LinkedIn Profile](#)



Steve Ridge, COO

[LinkedIn Profile](#)



Beth McCartan, CFO

[LinkedIn Profile](#)



Beth Miller, Chief Marketing & Strategy Officer

[LinkedIn Profile](#)



Kate Morgan, Chief Product Officer / Head of Global Media & Entertainment Practice

[LinkedIn Profile](#)



Craig Wax, EVP, Consumer Products & Services

[LinkedIn Profile](#)



Position Description: Magid VP or SVP Business Development

Insights About this Role

The VP or SVP of Business Development will join a small and strong 6-member Magid team in the Gaming and eSports practice, split between LA and New York. You'll be accountable for driving profitable growth in in this unit by developing, implementing, leading and scaling commercial and market development sales activities.

This is a HUGE upside opportunity for the right person to lead the Gaming practice through a transition period, as the worlds of entertainment and gaming continue to converge.

The SVP will be selling existing Magid products and services, while also looking to help develop and sell the “next big thing.” This includes, for example, Magid’s new eDNA product, where the SVPBD will help find a market for this new growth opportunity for the Gaming and eSports sector.

You will develop and lead a dynamic, results-oriented go-to-market strategy for the Gaming & eSports practice. This includes leading the effort to accelerate customer acquisition as well as repeat business by leveraging Magid’s highly differentiated and customized approach, along with high-margin consulting services.

Up to this point, the business development efforts in Gaming have followed a largely siloed approach. The SVPBD will be responsible for establishing a more integrated approach that emphasizes Magid’s expertise as a business consulting partner to its clients, in addition to traditional research projects, positioning Magid apart from competitors as not merely a market research vendor.

A key mandate will be to develop a measurable, scalable, and proactive approach supported by a savvy market development and demand gen strategy and process. You will be responsible for building out the approach and developing the necessary resources to attain growth targets.



We strive to be the most **influential** and **indispensable** business partner, **creating cultures of abundance** and **positivity for our people** and the **clients we serve.**

Leadership Role

As a key member of the team you will be challenged to lead at the same time that you are planning and implementing the Gaming & eSports sales strategy and infrastructure, and hitting your growth and revenue targets.

Duties will range from high-level involvement to hands-on sales activities with key strategic accounts. The ideal VPBD or SVPBD will come with a strong bias for action and will lead in an entrepreneurial, resourceful manner while consistently delivering results.

You must be able to use Salesforce to track processes and procedures to measure market development activity, and also track ROI, conduct pipeline analysis and ensure accountability and effectiveness. You will integrate with the company's culture while also helping evolve that culture.

Principal Charter for the Magid SVP BD

- Grow the Gaming and eSports practice at Magid through bringing in new clients and growing existing clients. This will include creating the right business development processes for gaming and eSports including cross client sales with the larger Media and Entertainment Group.
- Drive development of the sales strategy, including product positioning, ideal customer profile, repeatable/consistent sales process, customer buying processes, cross-selling additional services into existing clients, targeting and qualification, sales funnel management, sales messaging, and focus on compelling value propositions for the Magid story.
- You'll monitor the pulse of the competitive landscape, as well as that of the customer-base business needs in order to develop ancillary products and services; be a hands-on "working manager" serving as a coach, sales leader/manager, sales and a strategic contributor.

Core Competencies (the Must-Haves)

- **Domain expertise:** The person who fills this role will need to arrive with a deep existing set of industry contacts that can open doors. You will need a clear understanding of the right questions to ask, and the ability to exude credibility and command respect in a room of C-level executives.
- **Vision:** Highly effective leader with an innate ability to build trust and relationships throughout the organization; adopt a tailored and attentive approach to partnering with team members and clients.
 - Grounded in humility and maintain a laser focus on the company's needs
 - Free of any personal agenda or need for ego satisfaction
 - Wired to take satisfaction in the organization's healthy growth as opposed to being motivated by personal levels of significance
 - Steady and persistent approach to improving the organization in a pragmatic and transparent manner
 - Highly effective, relationship-based influencer who can insure alignment and buy-in throughout the organization
- **Leadership:** Ability to foster cross-functional team performance and solicit input on key decisions while maintaining responsibility and accountability for strategic decisions. A highly collaborative and inclusive leader.
- **Intelligence/Analytical Skills:** Intellectually rigorous and able to engage in and enrich robust discussion, problem solving, and planning; display an innate intellectual curiosity; ability to

execute will be complemented by a well-rounded strategic perspective; have a sound judgment and support efficient and sound decision making.

- **Strategic Skills:** Use methodologies to spot and exploit opportunities in account positioning; managing individual goals that correspond to a territory view; understanding and adopting corporate strategic goals; conducting executive-level discussion with senior staff at assigned accounts; producing a strategic territory plan; articulating customer value prop and linking solutions to the customer strategy
- **Accountability:** Hold people to agreed upon actions and activities; accepts responsibility and discloses results transparently.
- **Empowerment:** Intense focus on execution, stretch-drive performance, strong bias for action, decisiveness, and a sense of urgency
 - Ambition balanced by ideal levels of empathy for the organization, its customers and stakeholders
 - Highest standards for performance and will professionalize the company's commitment to accountability
 - Fierce competitor and can embed that ethos across the organization
 - Hands-on, highly resourceful, and be able to achieve winning outcomes with a backdrop of finite people, process, and technology resources.

Key Qualifications

- The ideal SVPBD is a battle-tested Business Development executive who can be characterized as a builder of sales strategy and teams.
- A demonstrated track record of business development and deep knowledge within the Gaming space is essential.
- The SVP of Business Development will be a compelling leader well-equipped to drive growth as the company continues to increase in scale and complexity.
- The successful candidate will have a strong orientation to delivering winning outcomes and possessing an emotional engine that is contagiously felt throughout the organization. They must drive behaviors that lead to leading and lagging indicators.
- A desire to work effectively and productivity with the company as a whole, seeking synergies with other functional units outside of Gaming and eSports.
- The ideal candidate will have early career experience in a larger company, "blue chip" environment with more recent experience in a middle market business or otherwise highly entrepreneurial organization that develops, sells, enables and maximizes revenue growth.
- Bachelor's degree required; MBA a plus

Personal/Cultural Characteristics

- **Resourceful:** Demonstrates resourcefulness when faced with challenges that defy an easy solution; An admired presence, self-confidence; able to gain buy-in and create productive dynamics internally and with key customer stake holders; able to utilize internal and external resources to advance sales campaigns when faced with objections; leveraging customer-centric solutions when company approaches fall short; finding unique sources of supply for projects, sales campaigns and other efforts.

- **Self-Structured:** “Self-structure” indicates a preference for determining one’s own priorities and methods for managing tasks. Individuals ranking high in this area tend to be self-disciplined and able to set priorities on their own. Having an internal focus of control, they are able to coordinate multiple activities and typically are good at organizing activities.
- **Problem Solver:** Ability to determine root cause of internal and external problems; develop solutions; oversee and help achieve resolution; ensuring problems don’t re-occur; leverage the management technique of Failure-Based evidence.
- **Ability to Prioritize:** Planning time; separating productive vs. non-productive time; reconciling conflicting high priority commitments; managing time to complete ‘A’ priorities before ‘B’ and ‘C’ ones; balancing professional and personal schedules; meeting deadlines; managing meeting times; adapting to customer and prospect schedules.
- **Resilient:** Handles rejection and accept criticism in a manner that is constructive and growth oriented. Have a healthy, intact ego and a positive self-picture.
- **Customer Focused:** Puts the customer in the focus of everything they do; knows the customer buying process and can identify where each member of the buying decision team is during a sales campaign.
- **Effective Communicator:** Exceptional written and oral skills to present company solutions to executive audiences; can maintain attention and engagement when presenting data-rich content; speaking or writing to individuals and groups with minimal presentation time.
- **Persuasive:** Uses language and other communication skills to influence business partner and customer actions; convincing peers of the merits of their point of view; managing up; utilizing give get frameworks; presenting to general audiences, industry thought leaders and business partners; presenting company value proposition and solution business cases.
- **Energetic:** Demonstrating work pace; meeting deadlines; maintaining work quality in times of heavy workload and stress; impressing customers and partners with high energy state; impacting the work pace of others; thriving in an environment that mandates a fast pace.
- **Tenacious:** Sticking to a plan; not being distracted by noise and friction; establishing reputation for being tenacious; thinking creatively to avoid obstacles; overcoming adversity; managing goals relentlessly.

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