

Senior sales manager

France (Paris) - full-time

About Adcities

Adcities is redefining outdoor advertising by bringing digital-level targeting, measurement and attribution to the physical world.

Our platform leverages real-world signals, mobility data and contextual intelligence to deliver scalable, measurable OOH campaigns across global markets.

We partner with leading publishers and brands such as L'Oréal, Coca-Cola, Telefónica, to unlock the full potential of real-world media through technology.

We are present in the US, LATAM and now accelerating our international expansion in EMEA starting with France. This is a strong opportunity to shape the GTM strategy for an entirely new market.

The role

As Senior sales manager for France, you will be the first commercial hire in the market. Based in Paris and reporting directly to the SVP global expansion, you will build and own a pipeline of advertisers and agencies, close the first wave of strategic accounts and establish Adcities as the go to platform for contextual OOH in France.

This is a hunter role. You will operate with high autonomy, write your own playbook and grow with the company.

What you will do

- Identify, develop and close a pipeline of strategic advertisers and media agencies across France
- Build and maintain relationships across agency holding groups (Publicis, Havas, Dentsu, GroupM, OMG and independents) from trading desks to executive level
- Educate and evangelize the market on the value of contextual OOH and Adcities' OMI platform
- Manage the full sales cycle from prospecting and discovery to proposal, negotiation and closing
- Collaborate closely with the SVP global expansion and the product team to tailor offerings to local market needs
- Represent Adcities at industry events, roadshows and client meetings
- Act as the voice of the French market internally, feeding insights back to product and marketing

What we are looking for

- 8+ years of experience in digital media or AdTech sales in France

- Proven track record of closing new business with media agencies and/or direct brands
- Strong existing network within French agency holding groups and independent agencies
- Deep understanding of the digital advertising ecosystem (programmatic, DSP/SSP, contextual, measurement)
- Experience selling a data-driven platform, not just media inventory
- Excellent communication, presentation and negotiation skills in French, English is a plus
- A proactive, self-starting mindset with the ability to navigate a fast-growing environment

A plus

- Prior exposure to OOH, DOOH
- Experience in a startup or scale-up environment
- Familiarity with the French OOH/DOOH media landscape

Why join Adcities

- Be the first hire on the ground in a key expansion market, with full ownership of the French territory
- Work at the intersection of outdoor, data and AI at a moment when the category is being redefined
- Work closely with experienced founders and a senior leadership team with a strong track record of building successful ventures
- A competitive package
- A company culture that is ambitious, transparent and genuinely international