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**COMMERCE TEL**  
**Sponsored Internship**  
**Marketing/Management**  
**Graduate Students**

Established in 2005, San Diego-based CommerceTel is a leading provider of telecommunication services that facilitate audience interaction with television, radio, print, web and outdoor advertising. Using the Company's unique development environment, content owners and advertising agencies are able to develop and deliver interactive campaigns in less time, with less expense and complexity than ever before. Users of CommerceTel's services experience engaging new forms of interaction with all types of media and content.

**Project Overview**

The Market Strategy Industry Business Development candidate works closely with the sales organization to identify new industry business opportunities for CommerceTel; ensure the "outside-in" view in future products and services; and bring these solutions to market maximizing strategic and commercial value for CommerceTel.

Responsibilities include:

- Conduct strategic industry market analysis to identify market trends, key business opportunities, customer pain points, product requirements, key competition and competitive market share
- Develop 3-year industry business plans working closely with key industry stakeholders (sales, product management and development, marketing). Business plans include outside in market analysis, revenue plans, 3-year product roadmaps and GTM plans
- Identify key business opportunities and new investment requirements which will drive "outside in" input to the investment portfolio planning process
- Drive development of industry business cases which will bring new revenues to CommerceTel, and support the successful execution of these cases working closely with the sales organization

**Skills and Requirements**

- 3+ years of professional experience, preferably in the enterprise software industry and/or top-tier management consulting firm
- Ideal candidates would have a functional background of business strategy, product marketing, sales and/or business development
- Strong analytical skills, e.g. ability to structure complex problems and do conceptual work
- Strong interpersonal skills and ability to effectively communicate to senior management. Superior presentation skills
- Occasional travel may be required. High level of flexibility required
- Fluent in English

To apply for this position contact Angelica Bouras at [intern@mail.sdsu.edu](mailto:intern@mail.sdsu.edu)