Chief Revenue Officer

Los Angeles, CA, US

Company X - Full-Time | Job date : 10-15-2018

BACKGROUND AND OPPORTUNITY

Consumer brands are sitting on vast amounts of valuable data and insights about their customers but only leverage a small percentage of it. Every brand is striving to have a more personal relationship with their customers, but the data they possess about these customers is scattered throughout disparate locations and systems. In the last several years, large brands have gotten religion on, and in turn budget, for building out a unified view of their customer...but the task has been incredibly difficult. At scale data ingestion, identity resolution and actionability are pervasive challenges that consumer brands neither have the software or expertise to solve. Many companies try to tackle this challenge via consulting firms and internal projects but there's a chronic struggle with the level of scalability and ongoing maintenance required to build and sustain a data hub. Legacy ETL systems are architected on technology that's over a decade old, are slow and and leave teams with stale and incomplete data. Likewise, it's almost impossible to identify individuals across data sources without a common key, leaving marketers without real time access to their data or the ability to take action on valuable customer information that lives unused in their current systems. This leaves brand marketers with an incomplete view and limited understanding of their customer which results in less than optimized marketing campaigns.

Enter Company X.

Through the commercialization of advanced machine learning and leveraging a large scale, distributed data infrastructure and massive computing power, Company X has created a platform that can rapidly and intelligently unify customer data at scale. By unlocking access to and usability for complete customer data, Company X powers brand marketers and analysts to make smart decisions, create individualized experiences and bring all of their best ideas to life. Company X links together several discrete data sources related to one customer, everything from an in store interaction, online purchasing tendencies, browsing behavior, mobile app activity, email campaign responses, CRM information, etc. The concrete and immediate ROI their customers see is increased top line revenue and a decrease in customer acquisition costs. Company X commercially launched in March of 2018 and raised a $25M Series B less than a month later. Rarely can a company boast of so many achievements in such a short period of time. Some highlights:

- Traction: Company X already has significant customer traction. Several large enterprise account wins with the likes of Alaska Airlines, The Gap, Hennessey, Wynn Hotels, TGIFridays to name a few...

- Technology: Company X is architected with a "data first," cloud agnostic approach on a bleeding edge tech stack that allows them to gap the competition.
- Funding: $40M of Series A/Series B investment via Madrona Venture Group and Tiger Global Management.
- Team: The Company has grown to over 50 people and will be approaching 100 by years end. Solid and established functional leaders in marketing, engineering, finance and HR. Company X's superstar board includes [names and positions]. Company X's founders previously built and sold [company] to [company] in 2011 and know what success looks like.

ROLE AND RESPONSIBILITY

The mission of the CRO is to work closely with Company X's CEO, management team and Board to refine the company's sales strategy and path to market as they transition from early traction through major growth. Lead the execution of this strategy, driving revenue and building an organization that is capable of operating at scale.

The most critical deliverables include:
- The attainment of revenue and customer acquisition objectives.
- Attracting top tier talent.
- Planning the expansion strategy and scaling the sales operation.
- Implementing the right level of process to build a predictable revenue business.

Top-level objectives:
- Build, lead, and manage a high-performance selling organization.
- Scale the SDR, SE, field sales team. Work the model to get the maximum leverage from available resources.
- Refine the selling process, forecast methodologies, sales management systems, and compensation programs; develop and implement the right level of operational processes and discipline.
- Be the cultural leader in the selling organization. Participate in major deals. Be with the team frequently, support their needs. Provide the essential tools and training.
- Be accountable for results; take responsibility for meeting/exceeding agreed upon sales and margin targets.
- Contribute to overall company management and culture as a member of the leadership team

PROFESSIONAL EXPERIENCE AND SKILLS
Great leadership, management, sales process and organizational skills are essential – along with passion around building growth stage companies.

Specific Capabilities and Experience:
- At least 15+ years sales experience in software, SaaS/Cloud industry, with 8 years in a senior sales leadership position.
- Experience selling into the marketing buyer group/office of the CMO is a huge plus as is a rolodex of B2C organizations.
- Experience in early stage organizations that have ramped from early revenue traction to $50M ARR and beyond.
- Action oriented and extremely well organized. Results driven.
- Personally active with customers, partners; adept at closing reference accounts, then making those relationships work successfully.
- Experience taking new and complex products to market via a pilot/POC go to market motion.
- High-energy leader that can motivate customers, thought leaders, investors, and employees.
- Success as a leader and manager. Strength in hiring great people; has built high-performance teams and comes with a network that can be leveraged. Great talent scout and coach.
- An educational background that includes quality institutions.
- Good, open minded, person. Company X is a close knit-team and is looking for someone to help foster and grow an awesome culture.

Personal Characteristics:
- Strong, decisive and action-oriented leadership style; ability to make, communicate, and take accountability for timely decisions.
- Charismatic public facing personality that can represent the company with customers and public facing events with outstanding communication skills but a balanced ego.
- High intellectual capacity, professional and personal values that complement the executive team.
- Strategic thinker who possesses exceptional interpersonal skills to share the key financial drivers with the entire organization. Process orientation towards success, collaborative nature.
- Willing to challenge the executive team and CEO around the formulation of strategy and business direction, but then align and get fully on board once decisions are made.
- Accountable in nature. Does not pass blame or deflect on challenges, but takes ownership to drive customer success across the company.
- Team-oriented. Focused on what's right for the business, not what's right for the individual or function; ability to build deep relationships and earn the respect of other teams.
- Organizational tolerance: able to work with ambiguity change that comes in a high growth business.
- Genuine passion for customer service and quality.

- Creates strong morale, high energy vibe across the team and brings fun to the workplace; shares wins and successes; fosters open dialogue.

REWARD PACKAGE

- Compensation will consist of the following elements:
    - A cash package (base and bonus) in line with a well funded growth company.

    - Equity. Meaningful ownership in a company that has enormous potential.
    - The personal reward associated with a leadership role in a company creating a new business. Our CRO will be one of a handful of key executives at Company X and will play a key role in defining the company culture and running the organization.