

Senior Vice President, Sales

San Francisco, CA, US

Company X - Full-Time | Job date : [04-04-2018]

BACKGROUND AND OPPORTUNITY

There is no denying that the most valuable, and expensive, asset in almost all companies are the people. In fact, as of 2010, approximately 80% of the S&P 500 market value is allocated to the intangible assets, much of which is employee knowledge, expertise, abilities, skills and experience. While this is almost universally accepted as true, less than 55% of employees stay with a company for more than 3-4 years. The number one reason people leave is career advancement. With the cost of hiring employees, engagement and retention have never been more important. Teams are often a reflection of their leadership, and many leaders aren't armed with the tools to make them successful people managers.

Enter Company X...

Company X is focused on transforming the performance management process, helping companies do what they already do, better. We realize that annual reviews, goal setting, feedback and coaching processes are broken. They are too focused on ranking employees or being compliant, and not on the growth of the employee or scaling an organization's management and leadership skills. On top of focusing on the intangible skills within your organization, Company X gathers relevant insights from your teams data that can help you promote, coach and plan for growth and attrition.

The goal for any company is to keep your great people as long as you can, and Company X is already seeing that employees tenure increases by 37% when using their tool. We're still in the early days of transforming the performance management process, and already seeing a major impact. The market for performance management solutions in the US is well over \$4.5B, and will only continue to grow. Company X has a product that is beautifully designed, well adopted, and provides real ROI simply by saving managers time and increasing company retention.

Company Highlights:

- Fast growth: Founded in 2015, growth performance to date is in the top 10% of any SaaS company (past or present).
- Well-funded: \$101M total raised, just closed a \$60M round to drive scale out.
- Top tier investors - TPG Growth, Andreessen Horowitz, Lightspeed.
- Category leader: 400 customers with great traction in Mid-Market and hyper focused on the enterprise with customers like Uber, Comcast, Snap, Visa, Macy's, and Pinterest.
- Expansion success: Uber (462%), AirBnB (197%), and Comcast (140%) are just a few examples of contract growth in the enterprise.
- Sticky product: Added \$7.5M in 2017, with only \$350k in churn.
- Huge TAM, with a unique product that replaces outdated tools.
- Headquartered in San Francisco with 140 employees, with much of the enterprise team and leadership team distributed.

ROLE AND RESPONSIBILITY

The SVP of Sales will oversee the global sales, solutions consultant and sales operations organizations. They will partner with the existing executive team to develop and drive the go-to-market strategy, manage accountability and adjust when needed. They will ultimately own and be responsible for all things revenue.

The mission of the SVP Sales is to...

...develop a world class sales team; drive growth at the strategic and tactical level; and meet revenue/profit targets on a quarterly and yearly basis

We want an inspirational sales leader with intensity, discipline, maturity, drive, and strong business skills. One who can continue to develop a group of current leaders as well as motivate a growing sales organization.

The most critical deliverables include:

- The attainment of revenue and customer acquisition objectives.
- Hire great people, set clear expectations and create a culture of accountability.
- Must reflect company culture: low ego, detail focused, not afraid to get into the weeds.

Significant Responsibilities:

- Establish scalable sales infrastructure
 - Lead the creation and implementation of sales strategies to penetrate the identified markets.
 - Drive continued growth in MidMarket; process is “rinse and repeat” now, needs to be refined and scaled.
 - Define process around enterprise sales approach, make it repeatable and consistent.
 - Build sales training program that will be focused on value selling and ensure training and growth are cornerstones of the sales culture.
 - Successfully roll out sales strategy for new products.
- Operational Leadership
 - Refine the selling process, forecast methodologies, sales management systems, and compensation programs; develop and implement the right level of operational processes and discipline.
 - Run forecast meetings and provide visibility to CEO
 - Develop and communicate funnel metrics for sales and report out weekly.
 - Clearly define sales territories, operational structure of the sales organization and how to properly utilize resources such as BDR team and Solutions Consultants
- Developmental Leadership
 - Be the “cultural leader” in the selling organization. Participate in all major deals. Be with the team frequently, support their needs. Provide the essential tools and training.
 - Consistently drive a culture of feedback, coaching and development.
 - Create and deliver on hiring plan to ensure revenue targets are met.
 - Career pathing: create a plan for career growth for sales organization.
 - Establish tangible goals and priorities; create the focal points for measuring performance.

- Contribute to company management:
 - Work closely with other members of the senior executive staff on business planning, resource allocation, value differentiation, corporate strategy, and market segmentation to ensure growth and alignment across the business.
 - Take responsibility for meeting/exceeding agreed upon sales targets.
 - Continue to integrate the sales dimension into the fabric of the company; develop essential internal relationships between sales, marketing, customer success, and engineering.

The Senior Vice President of Sales will play a crucial role in continuing Company X's track record as one of the fastest growing SaaS companies. A critical member of our executive team, this person will report directly to [NAME], CEO.

PROFESSIONAL BACKGROUND AND EXPERIENCE

The goal at Company X is to dominate the performance management category. Great leadership, management, sales process and organizational skills are essential – along with personal commitment and passion for the role.

- The ideal background includes the following elements:
- Strong sales leadership experience; a demonstrated track record as a top performer throughout his or her career.
- Has been a SVP Sales, VP Sales, GM or other related role inside a successful B2B SaaS company that has scaled to \$50M and beyond. Ideally has been part of a successful exit. Experience building and managing large cross-functional teams across enterprise, mid-market and SMB, as well as BDR and sales operation teams.
- Must have been in a bag carrying, enterprise sales role at some point in career, with track record of quota attainment and success.
- Quality companies in the background. Pedigree counts. Brings mix of large/small company experience.
- Proven ability to “scale” an organization and ramp sales. Built sales infrastructure and operations in a high growth environment (lead generation programs; pipeline management; contract development; comp plans).
- Experience leading sales at a category leader in a highly competitive market where sales strategy was vital to staying one step ahead of competitors
- Sales leader who has driven an organization that was the “little guy” going against large incumbent organizations
- Experience building and expanding sales programs internationally preferred.
- Ideally in San Francisco Bay Area, but open to remote but must be in HQ 3+ times a week.
- BS/BA degree. MBA preferred.

Recognizing the scarcity of the “perfect candidate,” the stronger the combination of experiences and/or criteria above, the stronger the candidate for this role.

PERSONAL ATTRIBUTES AND VALUES

- Confident and inspirational.

- Low-ego, approachable, and highly collaborative.
- Experience working within an evolving and entrepreneurial, high-growth company & culture.
- High level of energy, dedication and an unrelenting drive to succeed and win.
- A great communicator.
- Driven to spend time with customers and prospects vs. spending time in the office
- Not afraid to get in the weeds, get their hands dirty. Detail oriented.
- Transparent. Takes problems head-on.
- Committed to team development both internally and with customers