

# Chief Revenue Officer

Los Angeles, CA, US

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

## THE COMPANY

There's a seismic shift underway at Company X. In the past three years, Company X moved beyond its original consumer ambitions and created first-to-market, world-class location technology and insight solutions for developers, analysts and marketers—all while still continuing to delight and surprise consumers.

Today, Company X powers location across all digital platforms: over 125,000 developers use the company's API and SDK (including brands such as Samsung, Twitter, Tencent, Snap and Uber); hundreds of advertisers—including more than half of AdAge's top 100—rely on Company X through media and measurement tools; and leading hedge funds and global restaurants and retailers leverage its analytics tools.

Last year marked the company's third year of nearly 50%+ revenue growth. Company X has recently been recognized by CNBC, Fast Company and Deloitte as a disruptive industry leader, and listed on AdAge's Best Places to Work for the past two years.

Looking to the future, the company has its eyes on its foundational Pilgrim technology becoming a key ingredient in the most exciting areas of tech: making AI personal assistants smarter and more personalized, enabling self-driving cars to know the names of every place and location in the world, and of course machine-learned analytics that will affect retail, real estate, financial services, CRM, and more.

With more than 300 people across offices in New York, San Francisco, and in sales offices around the globe, Company X is dedicated to its trailblazing mission: enriching consumer experiences and informing business decisions with location intelligence.

## ROLE AND RESPONSIBILITIES

Company X is scaling rapidly and is looking for a Chief Revenue Officer to continue to build on the strong existing foundation and help drive the company's growth. The company is looking for a sales leader who can enhance and optimize Company X's current customer base, sales team, sound processes, and discipline. This person will have experience defining revenue cycles and a track record of building effective sales teams that leverage analytics and data to drive predictable growth. They will be:

**An Architect for Growth** - Directly reporting to the CEO, she/he will be responsible for managing the Sales organization to support the company's revenue growth objectives.

**A Leader** - A pure leader who can inspire and rally the troops. Continue to build and retain a world-class team of sales professionals consisting of diverse, yet complementary, skill-sets. She/he must inspire, encourage, enable, and develop high performers, while building a culture of predictability, accountability, and consistency.

**Go to Market** - Alongside the CEO & leadership team, craft and execute against overall sales strategy for all of Company X's offerings, from initial lead through the entire customer lifecycle to maximize revenue. Need to build a coherent map of where the Revenue organization should be spending their time, why and staff against that.

**Domain** - This leader must have strong knowledge of the entire ecosystem of digital advertising. Due to the breadth and uniqueness of Company X's data asset it is imperative that she/he understand the intricacies of digital advertising (programmatic, tech stack, retargeting, cross platform, managed service, measurement, attribution, etc).

**Enterprise Selling and Coaching** - Company X has a unique and diverse Platform of products. They can offer the biggest Enterprises and Brands in the world a myriad of different solutions to target and know their customers and prospect better. The CRO will need to have experience selling and coaching teams around complex solution sales to large Enterprises with multiple buyers and influencers.

**Process, Analytics and Predictability** - Assess and improve upon current sales processes, methodologies, team members/structure and associated discipline. Create and execute short and long term sales plans, including strategies, goals, quotas, tracking mechanisms and analytics.

**Scale** - Understand and have experience in driving aggressive revenue growth. Propose & implement necessary adjustments to "the playbook" to optimize performance and build/refine the infrastructure to facilitate growth.

## PROFESSIONAL QUALIFICATIONS

- Established success as a sales executive across digital media, ad-tech or a technology/software related company with multiple complex offerings.
- Highly entrepreneurial, must be a Player/Coach who can up level the team, distill a complex/data heavy message to customers and is open to change management.
- Proven success in rapidly scaling a salesforce and revenue streams to \$100M and beyond.
- Proven relationship builder, someone who can open doors with the right clients, generate client leads, and ultimately close deals.
- Experience defining quotas, setting territories and budgets across global offices.

- Demonstrable leadership skills with the ability to recruit, retain, mentor, train, energize, and lead a world-class sales team; focused on doing things “the right way.”
- Process-driven with the ability to use quantitative and analytical skills to drive sales growth, form strategy, create consistency, and execute on performance.
- Experience implementing a Sales methodology, training programs, and related enablement tools to support the model.

## **PERSONAL CHARACTERISTICS**

- Energetic, ambitious, and purpose-driven individual, who cares about maximizing company growth and working collaboratively towards goals.
- Strong communicator who can effectively sell complex product solutions.
- Passionate about being a true part of the fabric of the organization long term; impact player.
- Analytical thinker; someone who thrives in the use of data to drive decisions.
- Intellectually curious and excited about coming to work to build something great, motivated by the product and the team.
- Trustworthy; a respected member of the organization.
- Ability to roll up sleeves and get involved in the work versus purely playing a managerial role.
- Strong culture fit/positive attitude - humble, high energy, charismatic, demonstrated gravitas with customers, high E.Q.