

Chief Revenue Officer

Mountain View, CA, US

Company X - Full-Time | Job date : [04-20-2019]

Role and Responsibility

The CRO will serve as a member of the Executive Leadership team and will work closely with the CEO, management team, and Board to refine the company's sales strategy and path to market. He/she will be responsible for driving the strategy and execution of all sales initiatives and will ensure short and long-term revenue expansion, including setting the strategic direction to meet revenue goals, while identifying and pursuing new revenue streams. The CRO will have responsibility for leading the sales organization as well as training, developing and hiring a best in class team. Additionally, this individual will have direct influence into the evolution of the company's products and services.

The most critical deliverables include:

- Attain revenue and meet customer acquisition objectives.
- Attract top tier talent.
- Plan the expansion strategy and scale the sales operation.
- Implement process to build a predictable revenue model.

Top-level objectives:

- Build, lead, and manage a high-performance selling organization.
- Scale the Field Sales, Sales Development, Sales Operations, Account Management, and Customer Success teams.
- Refine the selling processes, forecast methodologies, sales management systems, and compensation programs; develop and implement the right level of operational process and discipline.
- Be the cultural leader in the selling organization by participating in major deals, supporting the team's needs and providing 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 an integral 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.
- Highly entrepreneurial, must be a Player/Coach who can personally drive revenue and manage from the field.
- Proven success in scaling a sales force and revenue streams to \$XM and beyond.
- Strategic thinker that has the ability to build innovative sales models, combined with the tactical ability to execute.
- Results driven and action oriented.
- High-energy leader that can motivate customers, thought leaders, investors, and employees.
- Success as a leader and manager; has built high-performance teams and comes with a network that can be leveraged.

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 as well as 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.
- Accountable by nature. Does not pass blame or deflect 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 with the 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 while continuously fostering open dialogue.