

Head of Marketing

ExecVision is seeking a Head of Marketing to join its growing team and help position and generate demand for its conversation intelligence platform.

The Head of Marketing will be responsible for leading the planning, development and execution of the company's marketing initiatives, including Revenue Marketing, Product Marketing, Corporate Communications. Working collaboratively with the senior management team, the Head of Marketing will articulate and execute growth plans, including positioning and messaging, to drive revenue growth through market and data-driven insights and over-achieve annual revenue targets.

Responsibilities:

1. **Thought Leadership** – Build awareness and position the company as a thought leader among customers, prospects, partners, and in the press and analyst communities.
2. **Generate Demand** - Build and scale a systematized account-based revenue marketing engine to support sales processes, aggressive sales growth and ROI. Sales-driven approach that drives engagement with key accounts and overall marketing funnel effectiveness through modern and industry-proven marketing methods.
3. **Product Marketing** – Develop, articulate and optimize ExecVision positioning and differentiation; amplify in target markets through customer stories, and enable Sales.
4. **Go-to-Market Alignment** - Embrace a service mentality in working with the Sales and Customer Success teams to foster alignment and partnership through open communication and a shared measurement methodology.
5. **World-Class, Cross-Discipline Marketing Function** - Build and bolster a world-class team. Continually assess the existing team to identify specific organizational needs and talent opportunities, discern coaching and mentoring opportunities, and implement the optimal leadership and organizational changes necessary to profitably deliver against the company plan.

Requirements:

- 10+ years of technology/SaaS marketing expertise
- Cross-discipline, modern marketing experience with emphasis in revenue marketing
- Creative, driven, and strategic mindset, with the ability to collaborate cross-functionally and build alignment around strategic objectives.
- Deep understanding of what it takes to drive growth through multi-segment go-to-market models with multiple industry verticals
- Early stage, high growth, venture-backed company experience strongly preferred.
- Successful track record leading marketing strategy, implementation and team for B2B companies which led to significant revenue growth (\$5 million to \$30 million in annual revenue).

- Solid expertise in all disciplines of marketing for complex technology sales, including strategy and program development, customer targeting, branding, research, measurement and optimization, digital and social media, analytics, PR, etc.
- Constant curiosity for the changing and evolving environment.
- Sense of urgency in helping businesses navigate the changing landscape to commercialize high growth market opportunities.
- Proven as cross-organizational operator, organizer, and facilitator. Must be comfortable taking team members outside of their comfort zone, for the betterment of the team.
- Bachelor degree in Marketing, Business or related field; MBA or advanced degree a plus