

## **About Poq**

Poq is a global Software-as-a-Service platform that empowers retailers and brands to create highly effective and fully customised native apps in record time. Apps allow them to build stronger brands, sell more products, deepen customer loyalty and deliver highly relevant content to their customers.

The Poq platform is the result of years of focus on retail apps and is proven to increase customer engagement and revenue. Clients include the largest brands and retailers, such as Hot topic, ELF, Ardene, Chicos,, Hotel Chocolat, the Cotton On Group and Studio Wow.

Founded in 2011, with regions in Europe, North America and Australia and New Zealand, It is Venture Capital backed having raised £16.5 million with the most recent round led by Smedvig, with participation again from previous backers Beringea and Meyer Bergman.

## **About the role - VP Sales, North America (US based role)**

Reporting to the CRO, the VP Sales, North America will be instrumental in driving business and revenue growth to Poq by enabling Sales Directors and Customer Success managers to perform at the best of their ability within their quota bearing roles. Also ensuring the wider commercial teams are well enabled with appropriate tools and processes. Coaching and supporting larger opportunities through complex board level sales cycles. Motivating and managing the team to commercial and career success. Driving a partner strategy to enable growth through the ecommerce ecosystem of SIs and technology partners.

### **Sales & Leadership expertise:**

- Evolving and executing sales strategy within your territory with a go to market strategy
- Developing the sales strategy and identify potential partners
- Ensure robust and credible pipeline
- Establishing truly attainable sales targets whilst focusing on high growth
- Setting and managing measures and key performance indicators
- Accelerate revenue growth and exceed revenue targets by driving key account coverage, category growth, and ambitious account planning
- Collaborate with diverse teams to develop and take-to-market new product offerings
- Guide the sales management process and play a hands on role in client meetings and opening doors for Poq
- Determine short and long range global sales revenue plans and track progress closely via active pipeline management and optimization
- Optimise data to build sales insights that translate to improved revenue outcomes
- Develop and maintain essential client and marketplace relationships with strategic customers
- Generate contacts and potential leads with BDs and marketing teams
- Contribute to marketing plans to align with sales strategy
- Generate networks within the sectors, including with your own and our partner networks
- Lead key sales activities from inception to contract
- Sales forecasting and reporting
- Work closely with cross-functional teams to drive continuous improvement throughout the sales funnel
- Develop senior level relationships with identified Poq partners and SIs to enable strong sales partnership and service delivery to be delivered through US based partner practices.

### **People management expertise:**

- Assist the team to manage our Sales pipeline through the funnel towards deal close
- Manage and coach your team to implement Customer centric selling approach
- Line management, including 1:1s, of Sales Directors, Partner Enablement Manager & Field Marketing Manager
- Working closely with CS, Marketing, Product and PS, to go to market stronger together
- Ensuring members of the team are progressing their learning, developing their career and retaining the best talent at Poq
- Motivating the team with the right targets and compensation plans
- Ensuring teams are armed with the right collateral, toolkit, process and sales software
- Lead teams with expertise, direction, motivation, and encouragement and work with departments to promote effective cross-functional delivery
- Empowers others through leading business improvement initiatives within the sales team and influencing other teams to meet company goals and objectives
- Ensures effective communication and daily stand-ups to ensure day to day delivery of all team members
- Conducts Career development planning and performance management of team members
- Defines 6-9 Promotion Plans for employees, as necessary
- Recommends L&D workshops to team members to ensure the department remains at the forefront of expertise and specialist skills
- Contributes to annual salary review proposals
- Mentors team members across the group

- Leads the hiring process, with a focus on upskilling talent benchmarks
- Contributes to initiatives to retain high performing talent
- Manages poor performance/attendance/conduct concerns to resolution
- Exemplifies Poq Values

#### **Business & Reporting expertise:**

- Prepares first-stage reports for Leadership and Board review
- Contributes on collaborative and Special Projects with the wider team, presenting to the Leadership team
- Takes the lead in department team meeting presentations
- Takes the lead in hosting department all hands meetings
- Strong abilities in accurately reading complex sales situations, identifying key decision makers, stakeholders and budget owners
- Host Business Reviews for wider leadership team with Sales Directors and Customer Success managers
- Reporting with a weekly executive forecast and monthly executive presentation
- Set the tone and manage expectations for a culture of excellence
- Work collaboratively and effectively in a high performing team-oriented environment
- Excellent interpersonal skills with the ability to present, negotiate and persuade stakeholders
- Motivated self-starter who can work independently and as collaborate strongly as part of a team
- Willing to travel up to 40% of the time to client visits and industry events
- Attending senior Poq meetings to contribute at a leadership level and to strategy planning

#### **Poq Values & Behaviours**

Our culture is the way we do things at Poq & our Values are the DNA of our business:

##### Deliberate

- We move forward constructively with integrity and purpose
- We bring the best version of ourselves every day
- We are experts and innovators at the top of our game

##### Enterprising

- We are ambitious, resilient and passionate about what we do
- We are creative thinkers, problem solvers, decision makers
- We do great work and get things done together

##### Honourable

- We take ownership and hold ourselves accountable
- Take pride in our product, our work and each other
- We are honest, decent and do the right thing

##### Open

- We are open to ideas, learning and evolving
- We work together as one team
- We celebrate and embrace our diversity