

About Poq

Join Poq, the 'super app' SaaS company that empowers retailers and brands to drive fast growth and revolutionise their customer experience through highly effective and fully customisable mobile native apps.

As a member of our team, you'll play a pivotal role in shaping the future of retail by enabling brands to provide a superior shopping and engagement experience - anytime, anywhere.

At Poq, we collaborate with retailers to build stronger brands, increase product sales, foster customer loyalty, and deliver highly relevant content, communications, and rewards. Our clients include brands such as e.l.f. Cosmetics, Ardene, True Religion, Knitwell Group, Aerepostale, Snipes and many many more!

With our super apps driving strong strategic growth for our customers, you'll be at the forefront of driving the ambitious growth we are seeking to develop in North America. As a remote-first company we offer a dynamic work environment that encourages collaboration and creativity. If you're passionate about pushing the boundaries of digital business-to-consumer (B2C) innovation and want to contribute to the growth of a forward-thinking company, Poq is the place for you.

About the role

The Head of Business Development & Partnerships, North America will form an essential part of our Commercial Team, focused on building opportunities directly and with key strategic partners and directly with retailers and brands.

This role will report directly to the Chief Revenue Officer but will also work very closely with the Head of Technical Sales, the VP of Marketing, the Global Revenue Operations Head and the Leadership Team at Poq. Collaboration and team working is an essential part of the poq engagement and a typical poq sale requires teamwork across multiple disciplines.

This role carries a sales target, initially focused on generating sales opportunities, followed by driving ARR growth and acquiring net new customers through running successful sales cycles. This position is a full time, fully remote role, but travel will be essential to meet partners, prospects and attend critical meetings.

What you will be doing

- Building a pipeline of opportunity with retailers directly through setting up valued partnership relationships, combined with outbound engagement
- Working with VP Marketing to plan lead generation campaigns and ABM for targeted retailers.
- Qualifying opportunities and working with the CRO and Head of Technical Sales to shape and deliver sales campaigns for fast conversion.
- Working specifically with key system integrators and agencies to evolve opportunities to sell Poq and build Poq app practices. Specifically in 2025 building a strong pipeline of opportunity through engagement with Bounteous Accolite and Astound US.
- Creating a North American partnership plan to convert and build strategic relationships, joint engagements and net new opportunities: These partners should include Salesforce, Shopify, Big Commerce, Ampliance as well as other selected technology partners across loyalty, omni, payments and personalisation
- Profiling the North American marketplace to provide strong growth opportunities out to an 18 month horizon

- Supporting the central Poq Product and Sales Teams to convert the opportunity into new clients and win ARR revenue directly and in collaboration with System Integrators, Agencies and technology partners

The ideal candidate will have:

Saas and North america GTM expertise: strong domain expertise in ecommerce and app ecosystem in retail and brands, experience in building opportunity through strong and aligned partnership development and experience in selling into exec and senior levels of retailers and D2C brands.

Strategic Partnership Development expertise: expert in building and developing opportunity, new clients and ARR growth through building strong partnerships and alliances with System Integrators, Agencies and leading technologies across customer engagement, loyalty, omni , payments and personalisation.

Sales and Business Development Acumen: The ability to identify, generate new business opportunities through outbound, partnership engagements and event introductions. Knowledge and understand of complex sales cycles and the ability to engage and support throughout.

North American market knowledge. We are expecting a strong ecosystem network to already be in place and an understanding of the competitive landscape, industry trends and market specifics .

App Understanding and appreciation: Must have a passion for apps and the belief that apps are a superior customer engagement platform.

Customer Centric approach: Must have the ability to engage and gain trust with prospective customers across multiple senior stakeholders (digital, ecommerce, marketing, technology, and C suite). Have skills to understand pain points and articulate the Poq proposition at this senior level combined with excellent communication and negotiation skills.

Additionally we are looking for strong relationship and networking skills and an entrepreneurial mindset .