

Full Time, Remote

Vice President of Sales & Marketing

Company Overview

Founded in 2010, Cultivate has evolved to become the Gifting Experts of our industry and a trusted gifting partner for our growing portfolio of Fortune 1000 clients. We believe the right amount of choice makes people happy, and our gifting options offer something for everyone. We provide Virtual and Event Gifting options with “done for you service” to help clients appreciate people online or at an event. At Cultivate, we work as one towards our core purpose of appreciating people.

After a decade of growth and success in the niche business of Event Gifting, Cultivate thrived over the last year by creating a B2B virtual gifting platform. With the addition of our new, robust solution to help clients appreciate people, Cultivate has the unique opportunity to offer a wide range of new services to our existing customers and new markets.

Cultivate is looking to strengthen our Leadership Team with an experienced, strategic-minded sales and marketing leader to help us further accelerate our growth. If you have an entrepreneurial spirit, and the grit and determination to help create an impactful strategy and further establish our Virtual and Event Gifting business units, we want to talk to you!

What We Need

Cultivate is currently recruiting a full-time Vice President of Sales & Marketing. The VP is responsible for leading our remote Sales Team to meet and exceed sales goals by delivering not only revenue and profit objectives but also successful entrance into new product and services categories. As a member of Cultivate’s Leadership Team, this position will report directly to the President and oversee both the sales and marketing teams. As mentioned, the ideal candidate will be a strategic thinker, able to focus on both rapid growth and operational excellence. They will be a dynamic and influential communicator and mentor who thrives on building strong internal and external relationships while interacting with all levels of the organization.

What You Will Do

- Build and deploy a comprehensive strategic sales and marketing plan to achieve the company’s significant growth goals over the coming months/years.
- Define and oversee sales staff compensation and incentive programs that motivate the sales team to achieve their sales targets and drive engagement.
- Identify and coordinate sales training programs that enable staff to achieve their potential and support company sales objectives.
- Define sales processes that drive desired sales outcomes and identify improvements where and when required.
- Provide detailed and accurate sales forecasting.
- Monitor customer, market, and competitor activity and provide feedback to company leadership team and key internal functions.
- Manage customer expectations and contribute to a high level of customer satisfaction.
- Build a customer and channel strategy that leverages key trends and drives growth in new/existing markets.
- Manage key customer relationships and participate in closing strategic opportunities.
- Represent the company at various meetings and events.
- Own key partnerships, events, trade shows, and other strategic marketing activities.
- Manage the revenue and opportunity pipeline, adjusting as necessary to create sustainable growth.
- Build a culture of collaboration across the sales, marketing, and operations teams – ultimately delivering first class service through the entire customer life cycle.
- Develop and direct all sales and marketing strategies and activities for continued growth.
- Develop process improvements and cross-department efficiencies to improve the customer experience, scale the business, and improve profitability.
- Oversee the process, development and enablement of our CRM tool as it pertains to sales and marketing.

Must Haves

- Bachelor’s degree
- 10+ years of demonstrated leadership and vision in recruiting, developing and managing personnel in sales, marketing and related positions
- Superior communication skills – clear, concise, thorough, and proactive
- Knowledge of incentive industry and trends a plus

- Ability to effectively present information and respond to questions/complaints from clients, supplier partners, and hoteliers
- Willingness to work flexible hours, including weekends, and travel up to 35%

Standout Skills

- Dynamic leadership skills – the ability to manage at all levels within an organization and develop a synergetic model of collaboration.
- Outstanding team development and training skills – a talent for inspiring a team to produce their best work.
- Sound personal and business ethics.
- Experience creating marketing strategies and leading a marketing team to help accelerate revenue.
- Lead a team to generate successful inbound and account-based lead generation program creation, execution, measurement, analysis, and reporting across channels.
- Proven analytical and data-driven approach to lead generation.
- Experience with Salesforce, HubSpot, Google Analytics, Google Ads, and other marketing automation tools.
- Proven results and practical understanding of the latest trends and tactics in digital marketing to oversee the marketing team.
- Align marketing efforts (content, design, digital, campaigns) with sales goals and objectives.

Compensation and Benefits

- Competitive annual salary based upon experience
- Benefits including 401k (with 3% match), profit sharing and insurance plans