



2206 Pearl St. Boulder CO, 80302 | 720.638.9123 | cultivatepcg.com

Full-Time, Local

Director, Sales Operations

Company Overview

In 2010, Cultivate introduced a better way to gift that companies and recipients could benefit from: invite people to select a gift of their choice. Since then, our team of Gifting Experts has evolved the industry and become a trusted partner for a growing portfolio of Fortune 1000 clients like IBM, Verizon, Boeing, and Charles Schwab.

After a decade of successful On-site Gifting, we launched an all-in-one Online Gifting Platform designed to help companies deliver appreciation to people's inboxes while leveraging data, tech, and savvy tools to track and measure their Return On Appreciation. Now, we have a unique opportunity to offer a variety of gifting solutions to our existing clients, new markets, and the \$240B+ corporate gifting industry in the US.

As we head into our next decade of growth, Cultivate is recruiting across multiple teams and looking for innovative people to join our team and start-up environment that's backed by 12+ years of success. If you want to put your skills and talents to use helping companies create meaningful connections through gifting, and have the grit and determination to help further our company mission, we'd love to hear from you!

What We Need

Cultivate is currently recruiting a full-time Director of Sales Operations. As the leader of Cultivate's Sales team, this position will report directly to the President and Integrator. We are looking for an ambitious, energetic individual that brings a start-up mentality and operational excellence and can help us improve our processes and systems. This position is an exciting opportunity to help lead and strengthen our legacy sales team while creating a predictable revenue model from scratch for our gifting platform business unit. The ideal candidate has a curious mind and is able to set sales targets, create milestones for the team, be hungry to meet the goals created, and coach, motivate, and incentivize the Sales team.

What You Will Do

- Work closely with Marketing on all data and technical integrations in our CRM (HubSpot) and own the integrity and accountability of our existing data and structures (including workflows, lead distribution, and criteria) with the Sales team.
- Own the end-to-end process of tracking the sales funnel and all metrics associated with our predictable revenue model while delivering regular insights to the business
- Partner with sales reps and marketing to refine the lead qualification process, analyze and report on sale funnel and campaign performance with reporting and dashboards
- Set team goals to incentivize and motivate direct reports in driving sales initiatives and keeping the team cohesive on team direction and metric achievements
- Confidently lead the sales team as a mentor and coach, provide training, and guide the team with proven sales tactics and methodologies
- Manage sales team communication and relevant program/product/process updates and be a champion for simplicity, helping the sales team minimize non-sales activities while reducing complexity in the sales process
- Provide recommendations and take actions based on strategic objectives, forecasts, or performance metrics
- Identify gaps, bottlenecks, or points of friction, either internally or externally, in the sales process and research and recommend potential processes, training, and technological solutions to eliminate them
- Create and maintain documentation on sales processes, policies, and relevant sales training materials and assist with onboarding new sales talent
- Work with Finance, HR, and Marketing to develop sales incentive programs and compensation planning in order to increase sales productivity

Must Haves

- Minimum of 6+ years in relevant sales and marketing operations roles with high-growth companies (preferably in a software/technology/platform company).
- Bachelor's degree
- Proven Hubspot subject matter expert with experience creating reports, optimizing processes, training new hires, creating and managing dashboards, and more
- Ability to understand high-level sales strategies, translate them into system and process requirements, and ensure local execution and business impact
- Demonstrated ability to extract key business insights through data analysis
- Ability to manage multiple priorities and tasks; proven strong organizational and project management skills in a fast-paced environment
- Track record in driving change and removing hurdles in fast-growth organizations by working cross-functionally with Marketing, Finance, and Operations teams

- Excellent written and verbal communication skills
- Agile, self-starter who can work independently and collaboratively

Standout Skills

- Highly motivated and influential
- Skilled in employee development techniques
- Demonstrates organizational excellence
- Curious to tackle challenges and take risks
- Solution-oriented

Compensation and Benefits

- Annual salary of \$120k - \$145k depending upon experience, plus individual and team bonus
- Benefits include:
 - 401k Plan with a 4% employer match
 - Insurance plans (health, vision, and dental) - employer contribution of \$250 to medical premium
 - Employee Assistance Program
 - Paid time off, including seasonal half-day Fridays
 - 9 paid holidays per year and 2 Float Holidays
 - Employee recognition programs
 - Referral bonus opportunities