



Role Posting
Chief Value Architect
aka VP of Sales & Marketing

Redemption Plus is a one-of-a-kind organization where enthusiastic, caring people get to lead full lives by bridging their professional and personal worlds. We don't have jobs and just show up for work each day, rather we invest our time in building ourselves and our company. After all, everyone here is trading each day of their life to live it with us. We embrace innovation, hard work and high performance, positive attitudes, open and honest conversations, and of course, playfulness!

It is our mission to help customers win by relentlessly driving out waste and rework, and revealing impactful insights. Every action, every decision, every word we speak is to fulfill our purpose of "enriching lives through insights that empower". Oh, and we sell toys too!

We live and breathe our three core behaviors; customer-centric; agents of change; and playfulness.

We hire with our "permission to play" behaviors in mind; integrity; teamwork; innovative; adaptable; and personal growth.

Overview:

This is an incredible opportunity for someone with a passion for driving profitable revenue (PRG) growth through the execution of a "Demand Creation" - type attraction model, which includes designing unprecedented value from seeing what others miss, i.e. the "unspoken needs" of the customer and industry.

This is a hands-on leadership position in Sales (Customer Success) and Marketing using a "marketing is the new selling" ethos, driving collaboration, synergy and harmony. Our VP of Sales & Marketing is responsible for ensuring key business metrics are achieved as efficiently as possible with a constant focus on gathering meaningful observations that can be turned into potential insights. Able to set/reset a vision for your team, you thrive working in a dynamic, ambiguous, fast-paced environment in which managing multiple projects and priorities is the norm.

A continuous improvement champion able to develop and strengthen processes, lead, mentor and build a highly functional and efficient center of operational excellence, while remaining internally and externally customer-centric.

Our ideal candidate will demonstrate a progressive history of sales process optimization, training and program implementation. The VP of Sales & Marketing will also be responsible for driving innovation and continuous improvement within both the customer service and sales functions based on independent curiosity, self-directed learning and multi-industry best practices. Preference will be given to candidates with a strong history of exploring and implementing new technologies who continuously focus on industry thought leadership and the future state of FEC/BEC redemption.

Essential Duties:

- Designs, implements, and manages sales forecasting, planning and budgeting processes. Establishes high level of quality, accuracy, and process consistency;



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- Actively identifies opportunities for sales process improvement and facilitates successful implementation of new programs by ensuring a well-defined, efficient sales process;
- Holds the Sales and Marketing teams accountable to "leading metrics" (vs. lagging); forge discipline with the sales management process to ensure that PRG targets are achieved;
- Develops and nurtures sales and marketing team, building key skills while reinforcing and imbedding value based sales mindset;
- Leads the team of sales and marketing professionals to win new business and/or retain and penetrate existing business by designing, developing, and delivering high customer value;
- Helps implement a culture of continuous improvement by collaborating cross-functionally to help Empower Rangers understand their respective work processes - while employing the internal customer concept - to relentlessly reduce waste and rework for Redemption Plus and its customers;
- Responsible for leading the process of developing and managing strategic account plans that drive retention, penetration, profitability, and growth of existing and new accounts;
- Implements an integrated marketing plan to drive PRG;
- Oversee all marketing communications to ensure they represent the Redemption Plus voice;
- Manages our trade show and sponsorship program to maximize ROI;
- Co-leads our eCommerce site initiatives, driving our Continuous Improvement efforts and ensuring our eCommerce site is optimized for the customer experience;
- Responsible for accurately forecasting revenue, budgeting and executing strategies to ensure that PRG is achieved/exceeded;
- Establishing employee and department performance goals, metrics, and measurements, partnering with employees to obtain desired results;
- Responsible for leading, training, coaching, and developing employees while maintaining positive recognition and encouraging feedback in the pursuit of goals.

Placement Criteria:

Minimum of a Bachelor's Degree in a related discipline and a minimum of 5 years in a position of strategic leadership with a proven history of successfully leading teams to profitable operational results; and 10 years in the field or in a related area or suitable combination of education and relevant experience preferred.

Knowledge of commonly-used concepts, practices, and procedures within the FEC/BEC industry preferred but not required; and proven history of successfully leading teams in this type environment, to successful and profitable operational results. Working knowledge and experience with the philosophies and concepts of Deming's 14 Points for Management.

Proven analytical ability to use data to manage metrics, drive improvements, and implement business cases. Strong history of exploring and implementing new technologies.

Experience living and modeling our leadership qualities/behaviors – Accountability, Discipline, Flexible, Communicative, Courage, Tenacity & Patience, Humility & Presence, Responsibility, Empathy and Servant Leadership.



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Demonstrated organization, facilitation, communication (excellent written and verbal), presentation skills, problem solving, forecasting, budgeting, planning and project management skills. Also, excellent interpersonal skills, with the ability to interact effectively and professionally, and provide world-class customer service, both internally and externally at all times.

Knowledgeable regarding Salesforce CRM (or other CRMs), Microsoft Office, have proficient computer skills, display adaptability in learning the use of company specific software/applications and display comprehension of fundamental computer practices and database management; Experience using Google Drive, Docs, Email and Calendars is a plus.

Detailed oriented and driven to meet deadlines and commitments; ability to prioritize workflow and organize diverse material and ability to handle multiple, competing and changing priorities; ability to perform effectively without supervision and within established time limits and ongoing deadlines.

Compensation & Care Package:

Competitive salary dependent on experience, bonus potential, and a comprehensive benefits package.

In addition to Health, Dental, Vision, Short/Long Term Disability and Life Insurance, we also offer a medical benefits concierge service, an array of healthy lifestyle programs on-site (incredible lunches, workout facility, workout classes, meditation classes, chair massages, ph mineral enhanced water and so much more!), fully stocked beer fridge, company fun events, shipping discounts/credit, dry cleaning and Uber safe-rides. We could go on and on, but no one likes a bragger.