



## Chief Sales Officer

Wearsafe Labs is a well-funded, early stage company, selling a “safety-as-a-service” platform for both enterprise and individual customers. At Wearsafe, we’re on a mission to make personal safety accessible and affordable for everyone, by leveraging mobile technology consumers already own and engaging the people they already trust. We are growing our Hartford, CT office and we’re hiring talented, high-energy, driven professionals who are passionate about building great products; who have innovative ideas they want to share with the world, and who want to work toward the betterment of the world around them.

We strongly believe in teamwork and collaboration, and we’re an ideal company for people who really enjoy taking ownership of their work and want to be accountable for their area of business. We genuinely value and respect transparency, curiosity and diversity - if those values are important to you, you should be talking to us.

This is a key executive position, reporting directly to our CEO. In this position, you will be responsible for all sales activities for the company, including leading and growing the sales team, working with the CEO, CTO and Chief Product Officer to set product strategy and product portfolio, determining optimal sales channels and maintaining strategic relationships with key customers.

The growth, earnings and potential equity of this position are limited only by your ability to be a sales superstar. Our ideal candidate will be a seasoned sales director with “value-based” sales experience in the SaaS technology space. This individual will be responsible for developing and implementing effective sales strategies for our enterprise and consumer markets (both U.S. and International). We are looking for an executive who will grow our business by tapping established relationships, identifying new opportunities, building relationships with leading retail and distribution partners and leading and developing a winning team of in-house sales professionals.

### Accountabilities

The Director of Sales will be a core part of the company’s executive team, managing and leading all aspects of the sales organization from the ground up. These include setting strategy, planning, reporting, sales compensation design and administration, quota management, sales process optimization, tools, and training. Initial responsibilities will include the assessment of current sales resources and processes and the identification of opportunities for optimization and development.

Reporting to the CEO, this position will drive continuous improvement in the technology, processes, reports and tools used to optimize sales productivity and business intelligence. This position will work collaboratively and cross-functionally with our Technology, Support, Marketing/PR and Creative teams to optimize company resources and sales focus.

The ideal candidate is a highly-motivated and seasoned sales executive with experience developing and executing effective sales strategies, incenting and managing sales teams and channel partners and bringing new products to market. This candidate must be a strategic thinker and be able to articulate strategies effectively, and develop them into



executable plans with measurable results. This person must be able to hold the Sales Team accountable for results. The candidate must possess a successful track record of selling into various levels of organizations and retaining clients.

**In the role of Sales Director, you will primarily:**

- Hire, lead, and coach a team of successful and experienced sales reps in achieving individual and team quotas
- Build and manage successful partnerships with US and International retail, distribution and channel partners
- Manage a growing pipeline and accurately forecast new business closure rates and revenue booked
- Report on sales activity and forecast to senior management and our Board of Directors
- Design roles and incentives to best achieve Wearsafe's sales goals
- Prospect new opportunities, make in-person presentations to clients, build relationships and negotiate contracts
- Drive sales team to consistently achieve and exceed revenue goals, as well as to identify emerging trends in the marketplace
- Liaise with Customer Success/Support team to effectively manage customer expectations and ensure successful campaigns and implementations
- Travel as needed to attend industry events and meet with clients and distribution partners
- Continually identify opportunities to enhance our value proposition to customers

**What we need from you:**

- 10+ years' experience as a CSO, Head of Sales and/or Sales Director
- Experience interacting with, and selling to, executives in the healthcare, consulting, financial services, utility, hospitality and/or transportation industries
- Successful track record growing retail channels, as well as recruiting and managing distribution and reseller partnerships
- Experience selling SaaS products (hardware/wearable sales experience a plus)
- Experience selling emerging technologies to both the enterprise and consumer retail markets
- Strong interpersonal and leadership skills
- Exceptional communication and presentation skills
- BA/BS degree
- A sense of humor