

Role: Director Sales & Marketing

Reports to: CEO

FLSA Status: Exempt

Company Overview: Contexture has developed a machine learning and natural language processing (“MLLP”) technology platform to address the business challenges and needs of both highly complex and unstructured source content (text) to analyze and produce strategic intelligence that results into actionable information. The Contexture MLLP products and solutions (“Watch Products”) are content agnostic and drive value for small, medium and leading businesses and government customers across multiple industry verticals. Contexture is a leader in developing and applying advanced AI technologies to unstructured content enabling the efficient and effective classification and enrichment of unstructured content to solve expensive and time-consuming content problems.

Position Overview: Director Sales & Marketing will drive the sales tactics and strategy implementation by providing dedicated and focused attention on growing Contextures revenues through our direct to market and channel partner strategic plan. The ideal candidate will have experience with low touch/content campaign strategies as well as relationship branding, marketing and selling to all levels of the market, small to large. An understanding of the media, information services and publishing content market, including content management systems/platforms, existing players within content providers (e.g. Lexis Nexis, Bloomberg, etc.) would be preferable. The ability to expand relationships with current customers with up-sell opportunities, identify and sell to grow the pipeline of new prospects through lead generation and funnel progression and ultimately own and drive Contexture’s business development.

Description: The Director will be the market facing expression of our AI powered MLLP Technology and his/her ability to manage and build a pipeline of prospects and to maintain and grow relationships and inspire adoption of this new solution will drive the future growth of Contexture. Additionally, he/she will be responsible for creating strategic account pursuit plans for customers and channel partners, and providing mentorship and coaching to grow the sales organization at Contexture. The ideal candidate will have a proven track record of meeting measurable sales goals and a commitment to adding value as a contributor to the overall strategic direction and success of an early stage technology company. In his/her role as champion for Contexture, as a successful leader at Contexture you will also have an inherent interest in technology, artificial intelligence and its application to business challenges, use cases, and the information.

High-Level Roles and Responsibilities:

- Develop a comprehensive plan to drive revenue by selling the Contexture Watch platform and products to small, mid-market and large-scale enterprises needing policy, media and information services technology and content solutions
- Develop and sustain high-level customer relationships and serve as a trusted partner who will help optimize customers’ content technology through strategy, technology and service
- Retaining and developing talent in the sales organization to scale with the company
- Partner with customers and user groups to understand strategic goals and needs
- Understand and effectively communicate Contexture’s value proposition, technology, and solutions
- Develop, grow, and accurately report leads and sales pipeline and opportunities
- Ensure sales and marketing strategies are aligned by conducting monthly reviews
- Assess market potential and identifies new business opportunities and synergies
- Develops annual sales and marketing strategic business plans to drive revenue and increase market share
- Analyze and evaluate the effectiveness of sales, methods, costs, and results
- Develop and implement sales selling cycle and methodology based on market research and competitor analyses

- Business media and online branding and campaigning, including SEO, drip marketing, etc.
- Leverage customer insights to identify business opportunities and product strategies
- Propose projects that will increase market share or create new product segments
- Support pricing, business models, and product naming and organization
- Serve as the internal and external evangelist for all solutions, working with the sales team, support team, and key customers as necessary

Work Experience:

- 5+ years of sales and marketing management experience
- Experience with specific sales funnel management and structuring sales quota and revenue expectations
- At least 3 years experience developing, marketing and launching business to business SAAS products and services; professional experience with online and offline marketing
- Experience in working in an outsourced partner model
- Experience with sales engineering and customer care
- Experience with product implementation teams
- Demonstrated strategic thinking with an entrepreneurial spirit
- Proven ability to influence cross-functional teams
- Proven experience working with large and diverse national user groups
- Strong planning and analysis skills to perform quantitative sales analysis
- A change leader with highly evolved influencing skills
- Positive attitude, strong work ethic, and passion for managing projects to conclusion on time
- Excellent organization, communication and presentation skills
- A self starter that will lead from the front and take the initiative to bring the best out of the team and quality solutions for our Customers.

Qualification Requirements:

- Bachelor’s degree in Business or related area required
- Base knowledge of the functional aspects of SAAS applications and infrastructure
- Professional Certifications with industry recognized associations and organizations are preferred but not necessary.

Physical Requirements: the following physical demands for extended periods of time -

- Sitting, standing and walking (95-100%)
- Keyboarding (40-60%)
- Viewing laptop screen, teleconferencing, and paperwork review requiring good vision (40-60%)

Direct Reports: The Director will ultimately have responsibility for developing and managing the sales team which will include a range of professional staff across all skill and experience levels.

Compensation and Benefits: A requisite base compensation and generous performance incentive plan will be provided to the successful candidate.

Long-Term Incentive Compensation: the ideal candidate will be eligible for participation in the Company's Long-Term Incentive Plan which will include options in the Company's Common Equity and subject to vesting and the terms and conditions of the Company's LTIP Option Plan.

Estimated Travel Frequency: Limited local travel at first, potential increase in travel after the additional 3-6 months to connect with target customers and conferences across the country in various industries.

For further inquiries and to submit a qualified resume for consideration please contact Contexture CEO Pete Fitzsimmons at pfitzsimmons@contexture.ai or by mail to the address above.