

Chief Revenue Officer

Job Description Template

About the Chief Revenue Officer

We're looking for an experienced Chief Revenue Officer (CRO) to own our go-to-market strategy and be responsible for all revenue generation strategies, processes, and streams in our organization. Together with other members of our executive leadership team, you will plan and execute short and long-term sales enablement initiatives to accelerate the growth engine across all functions of our organization.

Your cross-functional expertise will connect and drive multiple revenue-related departments including marketing, sales, and customer success – maximizing the effectiveness of these teams and setting the cadence for a cohesive, positive customer experience.

Responsibilities

- Identify and execute strategic, customer-centric processes that support customer acquisition and retention, create strong market position, and increase revenue
- Align the efforts of all teams and departments that generate revenue—ensuring effective collaboration within the organization
- Build departmental systems and automate processes to enable the company to scale while achieving efficiency and quality improvements on a sequential basis
- Develop annual sales strategies, plans, and tactics with quarterly updates to drive revenue, expand the customer base and maximize short- and long-term revenue potential from existing and prospective customers across multiple lines of business
- Pursue, establish, and leverage successful relationships with alliance, channel, sponsorships, and joint venture partners; orchestrate and manage key accounts and must-win deals
- Establish and manage a sustainable, predictable, and scalable sales architecture, as well as develop and implement robust sales management processes – pipeline, account planning, and proposals
- Create accountability by developing appropriate sales metrics and coordinating compensation and promotions with these metrics including individual sales goals, pricing, commission, and compensation plans
- Work with executive leadership team to refine pricing strategies to optimize revenue for each product and customer segment, including potential product bundling
- Work with executive leadership team to define new products to expand the breadth of services offered
- Identify and oversee expansion of regional sales offices into new markets
- Track the strategies and processes across the revenue cycle from customer acquisition to engagement to success
- Leverage customer research to provide strategic leadership for brand architecture and positioning
- Oversee sales forecasting and other metrics critical for generating revenue; identify problem areas and find areas for improvement
- Shape a culture of outstanding performance by setting and managing monthly, quarterly, and yearly OKRs

Requirements

- MBA (or equivalent experience) in business, marketing, or related field
- 10+years in diversified leadership roles that drive revenue growth
- Thorough understanding of revenue cycles, operations, and other related functions and their role in different business models.
- Proven track record working cross-departmentally and building consensus at multiple levels
- Ability to understand multiple viewpoints and consolidate information into impartial analysis for data-driven decision making
- Deep understanding of multiple facets of retailer, agency and consumer products with prior experience selling into marketing, shopper and/or consumer insights
- Ability to prioritize, multitask, and balance work in the face of rapidly changing needs
- Proven ability to hire and retain high-performing talent
- Strong technical experience with Salesforce, Hubspot, and other CRM tools

Interview Questions

- Can you provide an example of where you've had to deal with ambiguity? How did you provide clarity and direction for your organization and team?
- Can you provide an example of when you've built a GTM strategy from scratch?
- How do you drive the right behaviors through compensation plans?
- How do structure a sales team in this market? Take us through examples of when you've had to design an organizational structure?
- What kinds of levers have you put in place to drive revenue from X to Y?
- What do you do for non-performing team members?
- What is your viewpoint on how to align sales and marketing?
- Have you led a sales enablement function?
- What key metrics do you look at to make sure you have enough funnel to hit your revenue targets?
- What experience do you have reporting to external parties such as investors, board members?