

VP OF BUSINESS DEVELOPMENT

WHAT YOU'LL DO

INSPIRE | You'll grow, manage, and inspire a team of business development associates. You'll work with each of them to strategize optimal ways of researching, developing relationships, gaining trust, and closing. You'll also engage in critical performance management processes, including bi-weekly check-ins with each of your direct reports, providing timely and relevant feedback.

STRATEGIZE | You'll build process around how we generate and pursue leads. You'll obsessively research the competitive landscape, and hone in on our key differentiators. You speak with the authority of a digital marketing expert in each of CTC's areas of focus.

INK | You'll connect with the entrepreneurs whose businesses will flourish through partnership with CTC. Excite them about their eCommerce business potential, and convince them that the easiest way to accomplish their goals will be to sign on the dotted line. You'll leverage and grow our existing relationships and our client roster. You'll make CTC the go-to, most top-of-mind agency for each of our disciplines.

WHAT SUCCESS LOOKS LIKE

- A clearly defined sales strategy that reflects CTC's mission, values, and offerings
- A well-stocked pipeline of potential clients
- A team of high-performers who are at or above success on their goals
- Clarity of reporting of success along sales funnel

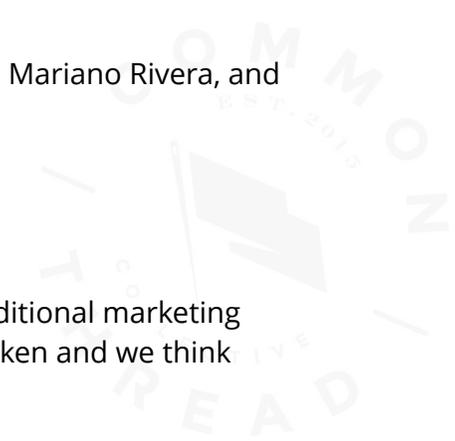
WHAT YOU'LL BRING TO THE TABLE

- Experience building, growing, and managing a team of high-performing salespeople
- Experience selling marketing services in B2B environment
- A strong understanding of, and insatiable curiosity for, paid media
- The skills to negotiate like a lawyer, fold like a poker player, close like Mariano Rivera, and train like a Jedi Master

WHAT WE'RE ABOUT

The heartbeat of the Common Thread Collective (CTC) is far from your traditional marketing agency because we aren't a marketing agency. The traditional model is broken and we think

COMMON
THREAD
COLLECTIVE



differently. We are a digital sales agency passionate about helping entrepreneurs achieve their dreams.

In service of our clients, our focus on digital strategy, creative arsenal, and relationships uniquely aligns client dreams to our skill set driving revenue, growing brand awareness, and executing mission statements. We don't just sell stuff online, we invest in and help make our clients' dreams into reality. Pretty cool, huh?

In caring for our people, dream chasing and dream catching pulse through our office walls. A core value of CTC is that we are all entrepreneurs of our own life and as such we encourage play, promote curiosity, and help build each other up. To be better at our craft of digital sales, we strongly believe that investing in YOU will make CTC better overall.

A job is a job is a job. At CTC we don't hire for jobs, we build careers as a catalyst for your future self. We believe in who we hire so much that we offer all of our full-time employees:

- Full health, dental, and vision benefits that fit your lifestyle and goals.
- 401k program with a 3% company match (post 90 days employment) to bring out the investor inside you.
- 4 weeks of paid time off on top of Holidays, your Birthday and the week of Christmas paid. Go get your R&R on so when you're at CTC you're firing on all cylinders.
- A wellness reimbursement program that inspires 360 degrees of health: mentally, physically, and spiritually.
- Two monthly sessions to tell a licensed MFT therapist your dreams as an entrepreneur in our Tell Me Your Dreams (TMYD) program. To top it off, we provide you with resources to realize your dreams through our Dream Fund.

