



## **POSITION DESCRIPTION**

### **TITLE: CHIEF REVENUE OFFICER**

For more than 70 years our client has utilized a consultative approach with clients to deliver custom business solutions and communication services that improve operational efficiencies and achieve marketing objectives through web-based applications, online procurement, statement processing, fulfillment, distribution, full-service direct mail, and a complete range of print services.

Operating out of our headquarters in Portland, Maine, our vision is to be recognized as an essential partner for our clients. Through our people, innovation, and technology, every detail we deliver reflects our commitment to enabling operational excellence and a frictionless client experience. Our mission is to be a trusted partner creating detailed solutions that anticipate and accelerate our client's unique needs and goals. By providing innovative tools, extensive industry expertise, and engaged employees, our team will deliver a seamless customer and member experience. As an organization we strive to make our company the best in our client's eyes. When customers work with us they gain a true business partner, focused on their objectives. Clients trust us to provide services, not just products;

- Statement processing, check processing, electronic presentment and payment
- Fulfillment services, from print and office supplies to marketing literature and samples
- Inventory reports, pick and pack services, distribution to multiple locations
- Marketing automation for welcome kits, onboarding, direct mail/email, and other growth initiatives
- Mailing lists management, graphic design services, web application programming
- E-commerce and web-to-print solutions
- Complex forms and tags, plastic cards, book/catalog production
- Document imaging solutions, including back-office conversion, inbound mail, and lockbox processing

Our client develops, strengthens, and manages the operational processes required to get the right information and materials to the right people, accurately and on time. They are a 24-hour response organization that takes pride in its dedication to delivering superior service to clients. With a focus on documents and technology expertise, the team understands the importance of providing quick and efficient solutions to our clients. We focus on the details, so that our clients can focus on what they do best.

We seek highly qualified candidates for the role of Chief Revenue Officer who can make that first impression tremendous and memorable. Guide and support our clients daily by managing their expectations, delivering solutions, anticipating their needs, and earning their respect. By doing so, we will become trusted advisors, and clients will bring us the next challenge, problem, and project.

**As a prospective candidate, you are expected to carefully read this job description and eliminate yourself from the candidate pool if the duties and responsibilities are not a good match for you.**



## POSITION DESCRIPTION – Chief Revenue Officer/Page Two

### **DESCRIPTION:**

We count on the executive team to solve complex business problems with creativity and passion, always ready to learn something new. We are seeking an experienced Chief Revenue Officer (CRO) to join us in this mission, with a focus on strategic planning, product and service development, marketing, branding, and partnerships. While accountable to execute on the revenue and profitability target within a medium to large customer base, this role must have skills to manage command and control of all business development activities. Together with other members of the executive team, the CRO will execute the corporate business development strategic plan — focusing on the expansion of verticals and business partnerships — and strengthen operations. This position reports to the CEO.

### **LEADERSHIP RESPONSIBILITIES:**

- Manage all aspects of the business development team to drive business growth across all target customer verticals, and improving strategy and customer experience
- Manage sales and sales support resources in accordance with company policies and procedures
- Build and foster creative teams that are committed to our client centric culture

### **DUTIES AND RESPONSIBILITIES:**

- Develop, execute, and communicate go to market and growth strategies with the CEO and President
- Collaborate closely with CEO who supports larger client sales
- Forecast revenue generation and the strategies required to execute the plan
- Build and execute operational processes that drive realized revenue. Own command and control of all business development activities
- Recruit, hire, manage business development-related direct reports (Account Executives, Vertical Directors, etc.)
- Manage third party vendor relationships
- Monitor revenue pipeline and leads, adjust strategies for sustainable growth
- Create pricing strategies
- Build an environment of win-win value for the organization and clients
- Prevent and mitigate at risk revenue and client attrition
- Monitors the competitive landscape for signals that markets are poised to shift
- Measures success through data analytics and key performance indicators
- Directly drives and coaches' team on successful contract negotiations
- Accountable to ensure the team meets or exceeds growth projections
- Manage key partner relationship to ensure revenue it realized
- Remain well-connected with customers to ensure that their needs are being factored into the product development
- Collaborate across the organizational functions and manage the revenue generation through stabilization to achieve revenue goals
- Develops and delivers businesses cases for new products and services

### **POSITION REQUIREMENTS AND QUALIFICATIONS:**

- Ten plus years in diverse leadership roles, which drive and implement revenue growth
- Five plus years of experience in a CRO role within a mid-size organization
- Operational Excellence, Command and Control experience
- Requires experience selling to medium and large enterprise customers with multi-level stakeholders within the organization.



## POSITION DESCRIPTION – Chief Revenue Officer/Page Three

- Demonstrated success in building C-level relationship
- Ability to prepare the team for the next stage of growth
- Experience with a hands-on approach supporting the team with operating norms, prospect techniques, and closing tactics
- Proven experience in providing strategic leadership across multiple stakeholders, from C-suite to frontline teams
- Experience in achieving sales goals through others
- Must be an expert in influencing and driving operational excellence
- Proven record of growing revenue through new-product development, marketing, branding, and partnerships
- Possess the resilience to withstand short-term scrutiny and drive long-term success
- Demonstrated mastery in planning, building, and executing against strategic plans
- Ability to solve client's challenges while delivering revenue goals
- Proven success in an entrepreneurial environment
- Adapts to strategy changes without losing momentum
- Effectively communicates to all levels from individual contributor to board members
- Experience in making decisions based on business metrics
- Inspirational leadership style and direct approach
- Demonstrated ability to lead and manage change in a positive and inclusive manner and work effectively with a diverse employee population
- Ability to manage multiple tasks and priorities in a dynamic environment
- Experience recruiting, hiring, and managing staff
- Demonstrate sound judgement, strong analytic skills, and a commitment to world-class service
- Team-oriented, collaborative individual with the ability to be self-directed
- Exceptional and demonstrable entrepreneurial skills and experience
- Take ownership, responsibility, and pride in your work and that of your department
- Strong communications skills (inter-personal, written, and verbal)
- Excellent organizational and planning skills

**EDUCATION:** Master's degree (or equivalent experience) in business administration or related field

**COMPENSATION:** A competitive compensation package including base salary, along with a full benefits package will be offered

**PHYSICAL REQUIREMENTS:** Prolonged periods of sitting at a desk and working on a computer.  
Ability to travel extensively as needed.

## FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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