



## Chief Revenue Office for Ecosystem Informatics Inc

Ready to grow an industry-transforming company? It will be hard, but it will be exciting and rewarding. ESI, a disruptive cloud-hosted AI-driven SaaS provider in climate tech is looking for their CRO to bring to market the product of a visionary CEO.

ESI has developed, and is ready to commercialize, a patent pending end-to-end mobile environmental and meteorological monitoring technology that offers a low-cost solution, easy to deploy at scale to manage environmental impact and sustainability objectives.

With previous experiences in start-up technology companies, you have road-tested skill sets to bring ESI to commercialization and scale, despite the constraints on resource of an early-stage company. During your first 24 months you will achieve the following:

- 3 months: Solid go to market plan
- 6 months: Show early tractions from the US and Canada
- 9 months: Revenue generation \$50,000+ from first reoccurring contract(s). Traction toward added contracts and revenue streams. Start build a sales and marketing team.
- 12 months: \$100,000+ revenue
- 24 months: \$500,000+ revenue

Thus, your responsibilities are likely to include, but not be limited to:

- 1- Sales: you will spearhead ESI's sales efforts with corporations and municipalities and will build out the company's sales infrastructure to support scaling
- 2- Vision: in partnership with the CEO, you will regularly refine ESI's product vision, integrating feedback from customers. You will use analytics effectively and accurately interpret data to understand then enhance the customer's experience
- 3- Execution: you will design and execute on ESI's commercial roadmap, ensuring alignment with the technology / product development roadmap
- 4- Teambuilding: you will work with the existing team to attract and develop top talent and to ensure that the growing team is effectively aligned to deliver ESI's vision
- 5- You will generate revenue with a tight budget to maintain the consistent growth of the business. You will provide a reliable and comprehensive picture of the company's metrics to successfully communicate growth opportunities to potential new investors
- 6- In partnership with the founding CEO, you will regularly refine the company's product vision as a result of your frequent interactions with your customers. You will ensure the team feels clear and excited about where the company is headed
- 7- Business Development: you will identify both channel and strategic partnerships with a keen eye on future exit opportunities
- 8- You put in place sales forecasting tool, manage pipelines, select the most cost-effective marketing strategies



### Qualifications

- Previous sales and marketing management in a SME with the responsibilities described above
- Track record of revenue generation and growth of a mixed hardware /software solution globally
- Experience in setting and managing direct and indirect sales channels
- Science or engineering degree combined with MBA is an asset

### Differentiating Skills

- Previous experience in the cleantech and climate tech area will be an asset. But more than experience, we are looking for your passion to make an impact in the world around climate change
- Experience in selling to governments will be an additional exciting strength

### Logistics

- Can be located anywhere in North America
- Compensation package will be small at first (until substantial funding has been raised) but a substantial equity into ESI will make it all worthwhile

### Attributes

- High level of comfort with dealing with diverse external stakeholder groups; adept at adjusting interpersonal / communication style to different audiences
- Commitment to building relationships with the ESI team to ensure seamless translation between customer and other stakeholder needs to the development of ESI's solution
- Willingness to travel extensively worldwide

ESI is committed to a culture that embraces diversity and inclusion in all its forms; in pursuit of the best talent, ESI's existing team is multi-cultural and gender diverse and the incoming CRO is expected to uphold and reinforce this inclusivity

ESI's culture principles value a concerted effort to maintain diversity, inclusion, and flexibility for the existing multi-cultural team. Each role also requires a sense of ownership, entrepreneurship, and creativity to work in concert to do amazing things

Compensation package will include a significant stock-based component with vesting.

If you are excited about this opportunity and see your self a good fit, then ESI would like to meet you. Please submit your cover letter and resume to 'C\_team@ecosinfo.ca'.