

## North American Sales Director

### Company Description

We're looking for an experienced B2B Sales Director to play a significant role in the development and execution of our North American sales. This is a rare opportunity to get in early with a fast-growing company, selling a product that you can believe in.

CriticalArc is a rapidly growing, early-stage, SaaS firm that designs and delivers SafeZone™, which fundamentally transforms the way safety and security is managed across large, complex environments by empowering organizations to view and optimize resources, mitigate risks, and streamline response to a wide range of incidents. SafeZone is used by major universities, enterprises, and healthcare organizations which comprise more than 1 million users globally.

SafeZone™ is a robust service uniquely positioned to help safety and security teams optimally respond to incidents and emergencies by providing a common operating view of the real-time location of resources. It also supports mass communications, enterprise safety protocols and enables people to quickly summon help with their phone wherever you have duty of care.

### Job Summary

- The primary objective for this role is to profitably grow enterprise sales through acquiring new accounts
- CriticalArc is seeking an experienced B2B sales professional with proven success selling complex business solutions and technologies into enterprise companies and organizations
- The selected candidate resides in the US, with a preference for East-coast based and will have the flexibility to work remotely when not travelling for business (travel estimated at 20-40%)
- This role reports to the CEO

### What You Need for this Position

- 7+ years' experience in selling SaaS-based technology solutions in a consultative B2B environment, including complex accounts, with a verifiable and tangible track record of meeting/exceeding quota
- You must be a disciplined and self-motivated hunter, as well as an expert in **complex, consultative and strategic selling** to specific personas and decision makers including VPs and C-level executives
- Skilled at business planning and diligent at measuring and communicating progress towards the plan, identifying roadblocks, and coming up with appropriate resolutions
- Proven track record in protracted sales cycles
- **Drive:** Passion, energy to implement quality technical solutions. Strong self-motivation and intellectual curiosity
- **Customer Focus:** Customer service-minded, focused on addressing needs and fulfilling commitments and skilled in the consultative approach to solving problems

- **Communication:** Able to clearly articulate problems, solutions, risks, rewards etc. (written and verbal)
- **Technical Skills:** Love for technology. You have to be inherently passionate about technology
- **Business Acumen:** You understand how businesses can be enabled through technical solutions
- Bachelor's degree required in Business, Computer Science, Information Management, or related field

### **Key Responsibilities**

- Understand, quantify and substantiate CriticalArc's value prop, customized for each prospect
- Effectively qualify leads to prioritize and maximize efficiency in the sales cycle
- Proactively identify, cultivate and prioritize target accounts, conduct demos, generate proposals, close deals, and post-sales client support
- Develop strategies to engage all major stakeholders at the senior executive, VP and Director levels
- Navigate complex and challenging organizational environments within each client
- Manage daily and weekly activities, pipelines, forecasts, and closed deals to ensure consistent above-quota results based on successful pipeline management
- Support regional business development activities and marketing events as required
- Support and enhance an outstanding team-oriented, entrepreneurial global culture

### **Preferred Knowledge & Experience**

- Experience in the security industry, particularly with a software or service-based solutions provider with a preference for knowledge/background in physical security
- Experience selling into the higher education, healthcare, and/or critical infrastructure verticals
- Previous experience working for one or more early-stage companies
- Success selling to clients in the U.S., as well as Canada and/or Latin America

### **Workplace and Benefits**

You will join a team of smart people who like to work hard and have fun with each other. We offer exceptional benefits including medical, dental, 401k and paid time off. CriticalArc provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. We prohibit any form of workplace harassment related to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.