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SVP OF PRODUCT

DEPARTMENT: Product
REPORTS TO: CEO
Location: NYC, USA

ABOUT SALES IMPACT ACADEMY

Sales Impact Academy is the world's leading go-to-market learning platform providing a continuous learning solution for high-growth technology companies. The business launched in October 2019 and already has over 250 customers including Gong, G2 and Klaviyo.

The traditional sales training organizations have let B2B companies down, with a complete lack of formal, structured, continuous, and skills based education in sales and go-to-market. It means that 50 million + people across the world are learning on the job, and every individual contributor and leader is at constant risk of missing their targets (and often do). It means that companies lose \$115K every time a sales person overturns.

Enter SIA. The world's leading revenue teams maximize productivity with us. Our north star is to drive improvements for all stakeholders in the revenue organization: We fuel growth and higher retention rates for companies, and we drive higher compensation and career paths for individuals within companies.

Sales Impact Academy is solving this industry crisis by bringing together the world's best talent to teach structured, online courses with high learning design principles.

Over 100 instructors on the platform include people like Mark Roberge who was CRO at Hubspot, Sarah Brazier from Gong, Chris Voss (FBI's lead international hostage negotiator), Dan Steinman from Gainsight, Elissa Fink former CMO of Tableau, and many others.

Sales Impact Academy is backed by VCs including MIT's Endowment Fund, Stage 2 Capital, HubSpot Ventures and Emerge Education. Sales Impact Academy has just closed a new round of funding which serves as a proxy for stability in our go forward journey.

ABOUT THE ROLE

We are looking for a world class SVP of Product who is passionate about education. The product drives our customer experience and the vision of SIA.

Our perfect person will have built products and teams from Series A through C. When we say, "product", ideally you have built an online learning or community experience with both online and offline support and services wrapped around. You will be driving NPS and focus on "outcomes" for our learners AND our coaches.

Our MVP got us to several million in ARR...but is very much an MVP. We need someone who is both hands on and can build a strategy. Cliche but...."build the plane while you fly it"; and in our case, you may also be putting out an engine on fire while doing both

RESPONSIBILITIES

- Areas of focus are going to include Product Strategy (ICP), Coaching, Educational Pedagogy, Content Development and Analytics (Data)
- You will build and manage our "coaching" network. Coaches are the heartbeat of our student experience. They can make or break a class; they are the world's top revenue operators, we need to ensure their experience is high touch, rewarding and build a community they want to be aligned with
- You will oversee our educational pedagogy and content development teams - these teams will design both online and offline learning experiences
- Analytics
 - While you are the "owner" of our student / member analytics; you are also in constant communication with our GTM teams; we need to ensure member analytics are aligned with customer and coach analytics.
 - Member analytics will drive things like "engagement" scores, "enrollments", NPS, etc. Member analytics will also be a driver for our customer renewals and customer NPS.

A BIT ABOUT YOU

- You have a background building learning experiences
- You have built from Seed to Series B over several years with both offline / online learning experiences
- A wonderful human being and elite leader
- You have 5+ years experience in the Education market with a successful track record of building excellent learning experiences
- You have experience building L&D programs or training programs; and if you have build these for GTM teams this is a huge plus
- You know how to be hands on day to day and are a strong operator
- You are an exceptional communicator. You listen effectively, socialize ideas across functions, and drive groups toward common understanding
- You are a strong storyteller
- You are a highly strategic, quick learner. It's easy for you to grasp new concepts and dissect technical functionality into what it is, what it does and what it means to our customers
- You have a bias toward action and fast decision making. You are data driven but avoid analysis paralysis
- You're comfortable building business cases, product adoption forecasts and back-of-envelope models
- You have managed an education or training portfolio with over \$5M in annual sales and implemented concerted strategies to grow your products revenue over time
- You're driven to have an impact. As part of a small team, you're motivated knowing that your efforts will have a big splash.

OUR VALUES

- **Love learning**
Every day is a chance to grow
- **Go fast**
Learn on the way
- **Motivation feeds momentum**
If someone's doing a great job tell them, it'll lift them up
- **Open culture, open comms**
Make others feel comfortable to speak out and feedback
- **You do you**
Bring as much of yourself to work as you want, and welcome others when they do
- **Channel your inner chameleon**
Adaptation is how we'll survive and thrive together
- **You've got this**
Give people freedom, watch them fly
- **We live on a spinning rock in space**
So don't sweat the small things and have some fun

BENEFITS AT SIA

- Work for a company that puts people and culture first
- Unlimited Annual Leave
- Wellbeing Days to support your mental health
- Share options for all employees
- Private Medical Insurances (including dental and vision)
- Access to Spill - mental health support via slack
- Flexible working hours and working location
- Homeworking set-up budget
- Monthly co-working space budget
- Access to all SIA courses for professional development
- Enhanced & inclusive parental leave policies
- 401(k), AD&D, FSA/HSA

Please email anna@salesimpact.io to apply.