



## Chief Revenue Officer (CRO)

Reports to: Founder & CEO Location: Near Burnley, Lancashire

Our client is the **UK's leading supplier** of software in a niche sector. They create award winning solutions that are implemented in over 3000 customers nationally (B2B & B2B2C), including 11 out of the top 20 providers in their market.

They have built great products (including SaaS) and a great place to work, with a happy, friendly environment in a people focussed industry.

As the client embarks upon its next phase of growth, the Chief Revenue Officer (CRO) role has been created.

**Reporting directly to the CEO** (founder), and ultimately taking a seat on the Board, the CRO will take ownership of the entire front office functions – leading **Marketing, Sales and Customer Success**.

Whilst shaping and directing a growing team, you will **create a repeatable and scalable sales cycle** - from lead generation through to customer retention – and will build a framework that accurately measures the effectiveness of all channels.

**You will join a close knit Leadership Team** that is engaged and aligned to both the strategic aims and the values of the company. You will build effective working relationships with your peers and will regularly meet with investors and NEDs.

This is a big, important role at a key moment in the company's development. It will be challenging and carries a lot of responsibility but will be **fun and rewarding for the right candidate**.

## What will you bring to the table?

- You won't necessarily have the CRO title (though, it'd be great if you did), but you will have taken **ownership of the end-to-end sales lifecycle**, from lead to customer success.
- You will be a **strong and proven leader** who has successfully built functions, including org design, and recruiting happy and energised sales and marketing professionals.
- You will have **considerable experience in a leadership role SaaS market** – ideally B2B.
- You will be incredibly organised, thorough and detail orientated, with a **track record of building high-performing sales 'engines'**, including management of the right data and metrics.

## More Information

**Package:** highly competitive basic salary + bonus, with a view to some equity.

**Work pattern/location:** this is a 'visible' role in a close-knit and growing business, so the CRO will be on-site for at least 4 days/week initially. The office is open from 8am - 6pm, and people tend to work 8-4, 9-5, or 10-6. They are 20 miles North of Manchester and commutable from Preston, Blackburn, Bury, Skipton, Lancaster (most of North West Lancashire).

**Want to know more? [alec@laudale.com](mailto:alec@laudale.com)**

