



## **Job Description – Head Of Sales**

May 2019

### *About G2V Optics*

G2V is a fast-growing Edmonton-based technology & digital horticulture company. We have unique, world-leading technology with strong revenue growth in the past 12 months. Our mission is to develop and commercialize fully autonomous will enable food production for a growing population while significantly reducing fresh water and land use through automated, integrated, intelligent growing technology. We are an agile team that functions on a startup-style culture based on quick learning, honesty, personal development, and flexibility.

### *Summary*

The *Head Of Sales* role reports to the CEO and is responsible for capturing momentum from G2V's current sales traction and building that into a data-driven SALES MACHINE! The role will require a combination of hustle and strategy to grow the sales pipeline while systematizing it and preparing it for rapid scale, all at the same time.

Our new team member will have an opportunity to be an early employee of our fast growing (10x year over year) company. Overall compensation will be based on performance and delivered as a combination of base & variable salary and participation in the employee stock option program.

The ideal candidate will be both a tactical and strategic thinker with an established track record of sales successes within the scientific instrument space and will have built out a successful global sales network from scratch. You should be prepared to present an aggressive 90-day ramp-up plan if interviewed.

### *Primary Responsibilities*

- Construct, measure, systematize, and scale technical sales processes, including brute force and tool-building for prospecting, segmentation, assessment, and quoting
- Build and manage sales team in step with business growth
- Research, engage, and develop relationships with new and existing commercial customers in academic research, industrial R&D, and commercial horticulture through direct contact business development, planning and managing conference & trade show activities, and delivering workshops
- Contribute to and create non-technical and technical marketing materials – including generation of written content, whitepapers, spec sheets, and blogs – to effectively communicate G2V's products and improve efficiency of customers through the sales funnel
- Work closely with the Digital Marketing team to optimize lead generation and account-based marketing
- Drive sales through the pipeline by learning customer requirements, writing proposals, and closing deals
- Aid product development team by capturing and communicating customer needs and opportunities
- Lead continuous improvement and process development for the sales department

### *Target Skills & Qualifications*

The successful candidate will have:

- 5+ years' experience in B2B technology sales and a proven track record of building high-performing, metric-based, scale-able sales processes
- The ability to work independently, prioritize, and create organized systems
- Exceptional written and verbal communication skills, with careful attention to detail
- Sales experience in scientific instruments, R&D, electronics, lighting, or horticulture industries with a working knowledge of mathematics, physics, and engineering principles is considered a strong asset

Interest and awareness around sustainability and food production is a crucial part of our culture.



G2V Optics Inc.  
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*To Apply:*

Please send a covering letter and current resume as a single document to [jobs@g2voptics.com](mailto:jobs@g2voptics.com), with a subject line referencing the job title "Head Of Sales".

G2V Optics Inc. thanks all candidates for their interest and regrets that due to application volumes only those individuals selected for interview will be contacted.