

## VP, Solution Sales (Remote, US EST only)

remote-atlanta, ga / boston, ma / new york, ny / remote / miami, fl  
sales / full-time / remote

### About Us:

[Digimarc Corporation](#) (NASDAQ: DMRC) is the global leader in product digitization. A pioneer in digital watermarks, Digimarc connects every physical and digital item to a digital twin that enables the capture of product data, records events and interactions, and supports powerful new automations. Trusted to deter counterfeiting of global currency for more than 20 years, Digimarc is also recognized for ensuring product authenticity, improving plastics recycling, and more, with a commitment to promoting a prosperous, safer, and more sustainable world. In 2023, Digimarc was named to the [Fortune 2023 Change the World list](#) and honored as a 2023 Fast Company World Changing Ideas finalist. See more at [Digimarc.com](#).

The cornerstone of our Illuminate Platform, the Digimarc Digital Watermark is an identification technology unique to Digimarc that provides an unparalleled level of covertness, ubiquity, redundancy, and security. Both in reach and performance, digital watermarking represents quantum leaps forward from traditional auto identification technologies, and enables any object to be reliably, efficiently and securely identified by industry standard imaging and audio technologies.

There are many important uses for the platform we have built. Our current SaaS products address critically important, world-wide problems that are vastly improved by our high-barrier-to-entry, unique offerings that: protect currency and consumer goods from counterfeits, reduce food waste, improve food and drug safety, provide a direct-to-consumer digital communication channel, improve the efficiency of physical retail shopping, and increase the quality and quantity of plastic recycling by revolutionizing today's ineffective waste sortation.

As we continue to expand an inflecting -- and ultimately massive -- market opportunity that we are uniquely positioned to lead, we will productize additional use cases that work together with existing use cases to provide accretive value to our customers and allow them to complete their digital transformation journeys. Because with Digimarc, you can finally see everything. And when you see everything, you can achieve anything.

## THE CHALLENGE...

We are on a mission to digitize the world's consumer products at high velocity and our GTM strategy includes Channel, Product, and Enterprise sales.

We are looking for a top-notch VP, SolutionSales, to join the Global Revenue Team, reporting to the CRO. This person will be responsible for managing the Solution Sales Team with managers and account executives located in different geographies to meet and exceed the company's revenue objectives. This person will also be part of the Revenue Leadership Team and will play an integral part in the overall growth planning for the company. We are looking for a highly motivated individual with the right balance of experience, skillset, leadership, and personal qualities that can drive results.

## WHAT YOU WILL DO...

- Manage and lead the global Solution Sales Team to meet or exceed individual and team revenue targets
- Responsible for daily sales activities, meeting with major prospects/customers, reporting on activities, designing effective sales strategies, and marketing company products and services.
- Develop and execute a global GTM strategy and tactical playbook to achieve revenue goals
- Retain and recruit top talent during periods of fast growth and help develop training and upskilling programs
- Set quarterly and annual revenue goals and provide accurate forecasting reports
- Work with cross-functional teams to provide the sales team with the assets and training they need to succeed
- Analyze data to identify where improvements can be made and develop success-driven plans
- Monitor sales activity closely and provide support and coaching to help drive deals to close
- Monitor the market and competitor products, pricing, and sales activities
- Establish and maintain key customer relationships

## WHAT WE ARE LOOKING FOR...

- 5+ years growing and managing a sales team to drive strong growth and meet team targets
- 5+ years as a successful individual contributor in SaaS/software/technology
- Minimum of 2 years in a senior (VP-level or Global) leadership role

- Ability to develop a clear vision and sales strategy that aligns with both the company's goals and the customer's needs. Proven ability to guide teams in identifying customer needs and providing tailored solutions
- Leaders must foster a culture that prioritizes solving customer problems and adding value, rather than just selling a product.
- Strong skills in establishing and nurturing long-term relationships with clients.
- Capability to understand and dissect complex customer issues and develop customized solutions that address these challenges effectively.
- Ability to lead, motivate, and manage a diverse sales team. This includes setting clear goals, providing ongoing training and support, and fostering a collaborative team environment.
- Excellent verbal and written communication skills, with the ability to clearly articulate the value proposition of solutions to customers and stakeholders at all levels.
- Proficiency in negotiating enterprise-level agreements and closing deals that are favorable for both the company and the customer, ensuring long-term satisfaction and profitability.
- Self-motivated to become deeply proficient in our customer stories, our products, and services which are crucial for credibility and the ability to craft compelling solutions.
- Work with/in Retail Tech or Consumer Packaged Goods (CPG) ecosystem a plus
- In-depth and demonstrated knowledge of selling strategies and methods, as well as employee motivation techniques
- Great strategic planning, organizational, and creative thinking skills
- Ability to work in a fast-paced, collaborative, and dynamic environment
- Proven ability to communicate and present to all levels, including C-level audiences
- Ability and willingness to travel to customer/partner meetings, conferences, and events as needed (pending global health environment)
- Passion in creating and sustaining a diverse and inclusive culture where individuals and teams can do their best work and unlock their potential
- Alignment with the core Digimarc values: collaborative, curious, and courageous
- Because we are a global company with team members across the globe, flexibility with working hours will be required

### **Our Culture:**

*We are a team of problem-solvers united by our company's immense potential to help solve complex challenges.*

*We align to the following Digimarc core values:*

**Collaborative** – Stronger together

*We embrace diverse perspectives and harness our collective talent to realize our full potential.*

**Curious** – Listen and look forward

*We think differently and seek out opportunities for growth to exceed our stakeholders' expectations.*

**Courageous** – Innovate with integrity

*We challenge each other and do the right thing – even when it's difficult – to deliver wins for our customers.*

*Join our team and work in support of a technology platform that can transform how consumer goods are made, bought, sold, and recycled around the globe. Digimarc is committed to the health and safety of our employees and their families. We are dedicated to diversity, professional development, and the success of our employees. For more information, visit us at [www.digimarc.com](http://www.digimarc.com).*

**Benefits:**

Competitive salary

Restricted stock units

Comprehensive benefits including medical, dental, vision, & retirement savings plan

Flexible time off / holidays

Mentorship opportunities