

InterVision
Career Opportunity Profile
AVP of Sales for Security

Introduction

Founded in 1993, InterVision is an innovative managed services provider, delivering and supporting complex IT solutions for mid to enterprise commercial and public-sector organizations. The company provides a comprehensive service portfolio, including Business Continuity and Disaster Recovery, Cloud Services, Collaboration and Contact Center, Innovation Services, Managed IT and Network Services, and Security Services.

InterVision is home to over 400 employees who provide comprehensive services to over 1,900 customers within the commercial mid-market and enterprise space, as well as within the public sector. InterVision drives business outcomes with an unparalleled focus on the customer and employee experience to help organizations be more competitive, compliant, and secure. The company is headquartered in St. Louis, with other locations in Boston, Richmond, Roanoke, Sacramento, San Francisco, Seattle, San Jose, Kosovo, and India. InterVision is industry agnostic but is a recognized leader in heavily regulated industries such as financial services, technology, healthcare, and SLED which accounts for 30% of its overall revenues. As a solution-focused provider, InterVision prioritizes client cost structure by utilizing technology experts to create bespoke compliance and security services.

InterVision is a leading [AWS Premier Services Partner](#), delivering an array of AWS solutions with an impressive 88 NPS score. The company also has other key technology partnerships, including Microsoft (Azure), Google, Cisco, Arctic Wolf, Fortinet, Juniper Networks, Palo Alto and NetApp. InterVision is routinely included in the [Top Solution Provider Companies](#) and was recently recognized by Gartner in their 2022 Market Guide for Disaster Recovery as a Service (DRaaS) as a Representative Provider.

[MidOcean Partners](#) is a private equity firm with more than 20 years of investment experience within specialized consumer and business services subsectors. In October 2020, the firm made a strategic financial investment into InterVision, helping it to rapidly scale the services it provides to its clients.

To continue driving its impressive track record of growth to \$500M in revenues by 2029, InterVision has retained Strategic Ventures to conduct an executive search process to hire a proven “AVP of Sales for Security” Center of Excellence (CoE) operation.

9 Reasons an A-Player should consider this AVP, Sales- Security role:

1. Enjoy a strong compensation package
2. Opportunity to build and lead a National Security sales team
3. Join an exciting journey at a company rapidly growing to over \$500M in revenues
4. Work in a collegial and progressive culture with incredibly low turnover
5. Jump into an exciting and progressive career path
6. Work with some of the best technology providers and experts in the industry
7. Work for a highly reputable MSP focused on service excellence
8. Opportunity to implement a playbook of best practice processes and procedure
9. Join a company with financial resources to aggressively grow

Position Summary

Reporting to the National Sales Leader of Cloud & Security, this AVP of Sales for Security will execute InterVision's strategic plan, focusing on the expansion of customer relationships and business partnerships across the Security Center of Excellence (CoE). This leader will be responsible for expanding the new logo and account management sales teams to meet the rapidly growing demand for Security services. Core areas of opportunity include business development, leveraging channel program partnerships, sales go-to-market transformation, sales enablement, and support systems.

This leader will be responsible for collaborating on, developing, and executing integrated sales initiatives that differentiate InterVision's services and products in the marketplace, as well as guiding transformation efforts to identify new opportunities to generate revenue within the Security practice. The AVP of Sales for Security will be responsible for assembling, inspiring, motivating, leading, managing, and coaching a successful team of specialized account managers and new business development sales professionals.

Responsibilities of this AVP of Sales for Security role:

- Support and demonstrate InterVision Core Values.
- Provide leadership over InterVision's Security sales team.
- Drive new logo sales with the business development team through direct sales and future channel-related opportunities.
- Retain and grow existing customer relationships.
- Lead in the hiring, training, and managing of the national Security sales team.
- Use data and metrics to measure sales results and, based on that data, adjust and implement new strategies.
- Drive the use of the Salesforce Customer Relationship Management (CRM) system.
- Develop a solid cadence for KPIs and sales forecasting and promote buy-in for their use.
- Be skilled at developing sales plans, constructing opportunity pursuit strategies, and driving deals to closure.
- Monitor the marketplace and analyze opportunities, providing competitive strategies and tactics.
- Collaborate with the finance, product management, and marketing teams on messaging, pricing strategies, and business models for achieving revenue goals.
- Participate in contract negotiations as needed to support the sales team.
- Develop and oversee lead-generation programs (including building channel relationships) using a range of tools to feed the sales team at the top of the sales funnel.

Necessary background for this AVP of Sales for Security role:

- Five or more (5+) years driving and implementing recurring revenue growth in technical services sales team leadership roles.
- Proven track record of meeting and exceeding revenue targets.
- Proven track record of achieving maximum gross margin profitability and sustained account penetration by effectively selling Security services.
- Proven track record of providing accurate sales forecasts.
- A data-driven leader who leverages metrics to enable accountability.
- Strong technical experience with Salesforce and other sales productivity tools.
- Skilled in organizational development, budget and resource development, and strategic planning.
- Knowledge of and experience implementing best practices within a sales organization.
- Excellent relationship skills, forming trust-based relationships with a diverse set of stakeholders.

- Possesses personal qualities of integrity, credibility, and commitment to customers and the corporate mission.
- Bachelor's or Master's degree in business, marketing, engineering, or a related field is strongly preferred.
- Willing to travel domestically up to 50%.

Anticipated Questions regarding InterVision:

What are InterVision's core values?

Answer – InterVision has six core values that are critical to their culture:

- Achieve More Together
- Lead the Way
- Connect with Integrity
- Stay Balanced
- Deliver the WOW
- Challenge the Status Quo

How many employees are in InterVision?

Answer - InterVision has 415 employees.

Where does InterVision have office locations?

Answer - Employees are remotely based across the country, but they are concentrated in three office locations in Missouri, California, and Virginia.

What market opportunity is InterVision seeking to capitalize on to drive its growth?

Answer - The demand for Cloud and Security services is driving 20% YoY growth at InterVision, which is also driving an increasing focus on the right balance of selling services vs. product.

What is the size of a typical InterVision customer?

Answer - \$100M - \$7B in annual revenues.

Approximately how many customers does InterVision have, and where are they concentrated?

Answer - InterVision has 1900 customers in heavily regulated industries across the nation, which include financial services, technology, and healthcare, and SLED which accounts for 30% of its overall revenues.

What are the key sales differentiators in InterVision's value proposition?

Answer -

- Portfolio breadth and depth
- Customer-centric model
- A dozen unique, customized managed services offerings
- A very high 88 NPS Score for AWS services
- Strong technology partnerships
- Strategic CoE alignment and specialization

What are InterVision's biggest business challenges?

Answer – The demand for Cloud and Security services from InterVision’s large customer base and sales lead referrals from Amazon AWS is exploding. However, Intervision currently lacks a specialized Security sales team leader and focused sales team to fully manage all the sales leads. Up until now, InterVision’s Cloud and Security services sales have been driven from the horizontal sales team.

Does InterVision have any key technology partnerships?

Answer - InterVision has over 170 partners to provide clients the best technology in the world with a focus on the top two Gartner Magic Quadrant OEMs in their area of expertise. Partners include Amazon (AWS) is by far the largest InterVision partner followed by Microsoft (Azure), and then Aruba, Arctic Wolf, Cisco, F5, Fortinet, Juniper, NetApp, Palo Alto, Red Spy.

What is InterVision’s revenue breakdown between services and product sales?

Answer - Currently, revenues are approximately half managed services/PSO and half product sales.

Does InterVision intend to make any acquisitions in the remainder of this or next calendar year?

Answer - Two acquisitions were closed in the last two years. There are two more expected acquisitions in 2024.

Does InterVision currently generate sales through any channels?

Answer - Not currently. InterVision may white-label some services to sell through channels in the future.

What are InterVision’s sales growth objectives within the next 5 years?

Answer - Grow from \$330M to over \$500M in revenues within the next five years.

ABOUT THE AVP, SALES-SECURITY ROLE:

What are the top three priorities for this AVP of Sales of Security role during the first 12 months?

Answer -

1. Reassigning, hiring, and developing the Security sales team (Split between approximately three new logo hunters and three account manager farmers)
2. Fully leveraging the partner sales lead relationships (AWS, Microsoft, Google) in close collaboration.
3. Accurately forecasting sales with an eye on scalability and growth.

Will this AVP, Sales- Security role have responsibility for the account team maintaining and growing the existing customer contracts?

Answer - Yes, within the Security CoE.

Will this AVP of Sales for Security role have responsibility for the marketing and demand generation teams?

Answer - No, that role will be covered by a team of six marketing professionals and ten BDRs in 2024.

What will be the 2024 annual organic sales target for this AVP, Sales- Security role?

Answer - The expectation is \$6M - \$8M in gross margin.

Does InterVision currently generate sales leads through any channels?

Answer - Yes. 30% - 50% of sales leads currently come from the Amazon AWS channel team.

Where is the new AVP of Sales for Security to be based?

Answer - Near a major airport anywhere in the US.

Is this executive search assignment to fill a new role, or is it related to hiring a replacement?

Answer - New role.

What CRM system does InterVision use?

Answer - Salesforce.

Who will this position report to?

Answer – National Sales Leader, Cloud & Security

Will this role participate in board meetings?

Answer - As needed.

How much travel is required to be successful in this new AVP of Sales for Security role?

Answer - Travel requirements are location-dependent, but 25%-50% of travel should be expected.

How will the new leader be evaluated at the end of the first 12 months in the new role?

Answer - Performance to sales plan, success in recruiting high-performing sales team members, client satisfaction, and success in leveraging new sales leads from partners (e.g.- AWS).

What is the compensation range and structure for this AVP of Sales for Security role?

Answer - To be discussed with Strategic Ventures.

Is the variable incentive bonus of the compensation uncapped?

Answer - Yes.

Is equity expected to be included the compensation package?

Answer – Yes.

Will an employment agreement be provided along with an offer for this role?

Answer - Yes.

Does InterVision company have any outside investment?

Answer - Yes, [MidOcean Partners](#).

What is the potential career path available for an executive who succeeds in this role?

Answer – Sales or Operational leadership within InterVision (CRO) or other senior leadership roles within other MidOcean Partners portfolio companies.

What do customers say about InterVision?

Answer – [Case Studies](#)

Summary

In my opinion, this AVP of Sales for Security role at InterVision represents a unique opportunity for an experienced Security sales leader to join a well-funded, rapidly growing IT services organization with a close-knit culture. InterVision is a team of talented individuals dedicated to prioritizing client service, innovation, integrity, and accountability, which allows them to become an integral part of their customer's organizations.

I look forward to discussing your current career aspirations and how this fast-moving role at InterVision could take your executive career, earnings, and equity participation to the next level.

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