

EgonZehnder

Role Specification

General Manager, CRM Business

C3.ai



AI CRM for Industries



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Enterprise AI

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Company Background

The world's leading provider of Enterprise AI

C3.ai is a leading enterprise AI SaaS software provider for accelerating digital transformation. The proven C3 AI Suite provides comprehensive services to build enterprise-scale AI applications more efficiently and cost-effectively than alternative approaches. The C3 AI Suite supports the value chain in any industry with prebuilt, configurable, high-value AI applications for predictive maintenance, fraud detection, sensor network health, supply network optimization, energy management, anti-money laundering, and customer engagement.

The company provides three primary families of software solutions:

- C3 AI Suite, their core technology, is a comprehensive application development and runtime environment that is designed to allow customers to rapidly design, develop, and deploy Enterprise AI applications of any type.
- C3 AI Applications, built using the C3 AI Suite, includes a large and growing family of industry-specific and application-specific turnkey AI solutions that can be immediately installed and deployed.
- C3.ai Ex Machina, our no-code solution that provides secure, easy access to analysis-ready data, and enables business analysts without data science training to rapidly perform data science tasks such as building, configuring, and training AI models.

Accelerate digital transformation

"C3.ai helps industry leaders leverage enterprise AI to thrive in the digital era. They achieve results faster, for less money, and at unprecedented scale."

Tom Siebel
Chairman and CEO, C3.ai



C3 AI Suite



C3 AI Predictive Maintenance



C3 AI Inventory Optimization



C3 AI Anti-Money Laundering



C3 AI Sensor Health

AI Software



C3 AI Fraud Detection



C3 AI CRM



C3 AI Energy Management

Company Background

Founded in 2009, C3.ai has placed significant investment in Enterprise AI technology and products over the last decade, has developed notable marquee customers (Shell, AstraZeneca, U.S. Air Force), built an extensive partner and alliance ecosystem (Microsoft, FIS, Baker Hughes), continues to invest in the expansion of its direct enterprise sales and service organization, and the company is well positioned to continue rapid revenue expansion. In fiscal 2020 (ending April 30), the company generated \$157M in annual revenue growing at 71% YoY.

In November, the company filed to go public before the end of 2020.

Revenue Growth



C3.ai Select Customers



Company Background

Our core values



Innovation

Our ambition is to solve problems that have never been solved before.



Curiosity

We are self-learners, fulfilled by continuous knowledge acquisition to accelerate innovation.












Integrity

We comport ourselves with unwavering ethical integrity, respect, and courtesy.



Collective Intelligence

The respect we have for the intelligence and capabilities of one another fosters boundless collaboration.

	Huge Addressable Market
	First-mover Advantage
	Patented Enterprise AI Suite
	Substantial Market Partner Ecosystem
	Recognized AI Market Leadership
	Proven Track Record of Success
	Veteran Disciplined Management Team
	High-Performance Corporate Culture
	Excellence in Execution

Notable Links

S-1 Filing: <https://sec.report/Document/0001628280-20-016868/>

Website: <https://c3.ai/>

News and Press: <https://c3.ai/news/>

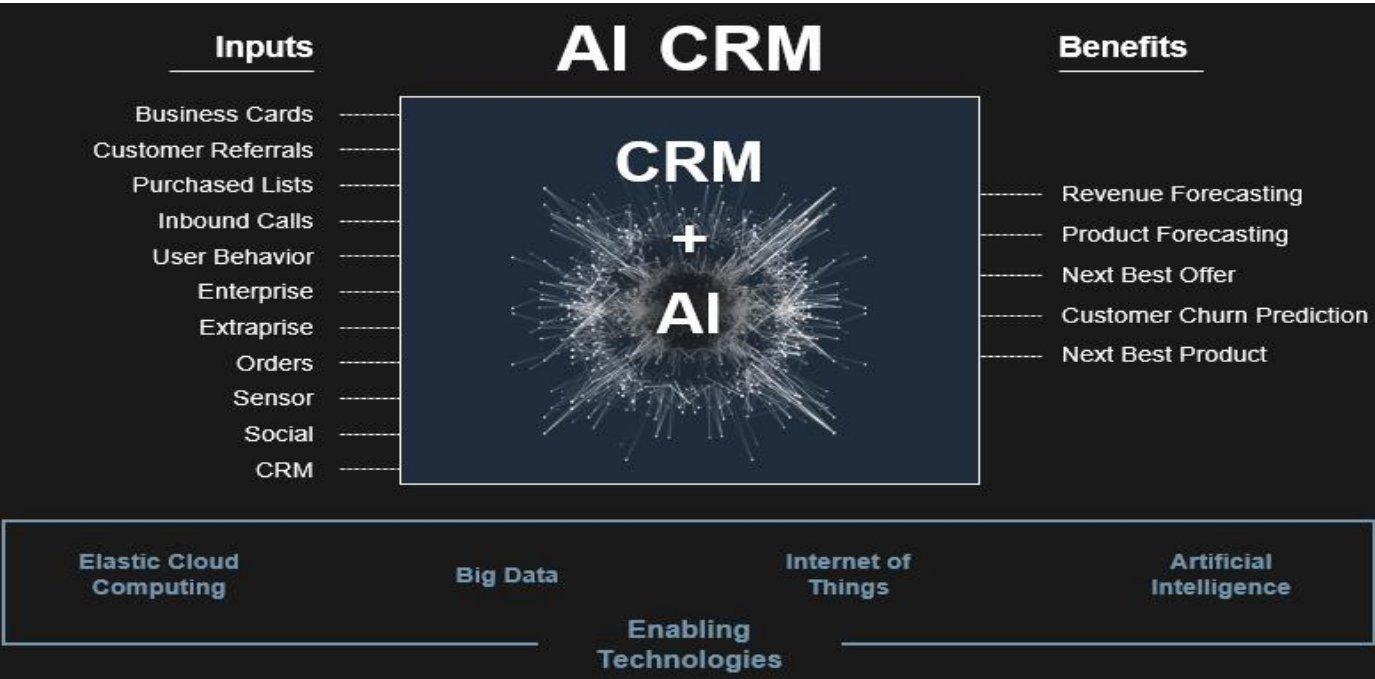
Breakdown of the S-1: <https://mattturck.com/c3/>

The Role

Reporting into the Chief Executive Officer, Tom Siebel, the General Manager will be responsible for the leadership, direction, and growth of the CRM business within C3.

Building upon the company’s success and as a key to their growth strategy, C3 is bringing a new product family to market: **C3 AI CRM powered by Microsoft Dynamics 365**. In October 2020, C3 entered into a partnership with Microsoft and Adobe to bring a new generation of AI-enabled, industry-specific CRM solutions to market. C3 AI CRM utilizes the full power of the C3 AI Suite and the team’s deep knowledge of CRM, while leveraging the CRM technology leadership and market reach of Microsoft and Adobe’s suite of marketing automation solutions. In a recent press release, Satya Nadella stated, “Together with C3.ai and Adobe, we are bringing to market a new class of industry-specific AI solutions, powered by Dynamics 365, to help organizations digitize their operations and unlock real-time insights across their business.” In line with that thesis, this suite of AI-enabled, industry-specific CRM solutions is intended to set the bar for the next-generation of CRM systems.

C3 AI CRM leverages real-time machine learning and AI to create predictions and recommendations that drive operational excellence and profitability across sales, marketing, and customer service. To achieve this, C3 AI CRM integrates enterprise, extraprise, transaction, economic, social, sensor, demographic, geolocation, news, reporting, and financial filing data into a single, federated image on the C3 AI Suite and applies advanced machine learning and AI-driven algorithms to it. The resulting predictions and recommendations are continuously provided to end users. C3 AI CRM enables both dramatic improvements to traditional sales, marketing, and customer service tasks, such as revenue forecasting, and net-new capabilities such as predictive opportunity closure likelihood, recommended sales actions, and contact relationship scoring.



The Role

The product is currently being tested by a handful of marquee customers and the business is ready to scale rapidly under this new GM. The company is initially targeting industry-specific versions of C3 AI CRM for financial services, healthcare, telecommunications, oil and gas, manufacturing, utilities, aerospace, automotive, public sector, defense, and intelligence industries. The C3 AI CRM solutions will be sold through a variety of channels, and through the company’s distribution partner network, including Baker Hughes and Microsoft.

Of critical importance for this role is the ability to build a strong discipline around the growth strategy and execution. This will entail identifying key customer needs, prioritizing solutions based on both technical feasibility and profitability, managing close GTM partnerships and alliances, and introducing selected offerings to the customer segments in a timely and impactful manner, ultimately driving faster customer adoption and revenue growth.

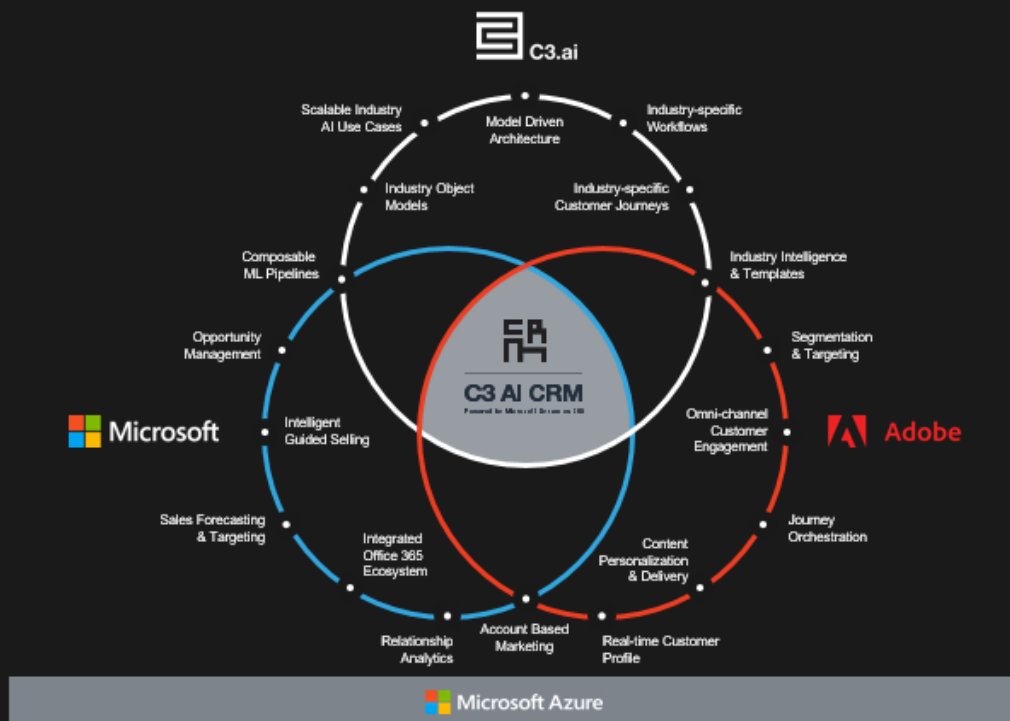
C3 AI CRM: Industry Customer Intelligence AI Applications



The Role

The candidate will have demonstrated experience meeting rapidly evolving market and customer requirements. The candidate will be an inspired leader with an employee-centric mindset, who is able to build a cohesive team, develop and communicate a compelling vision, and energize the team behind this vision. The ideal candidate will have strong communication and negotiation skills and a solid track record in driving business growth. S/he must be strategic in his/her thinking as well as tactical and pragmatic in approach.

A Next-generation Ecosystem with Industry Leaders



Notable Links

Microsoft-Adobe-C3 Partnership Announcement: <https://c3.ai/c3-ai-microsoft-and-adobe-combine-forces-to-re-invent-crm-with-ai/> (Video): <https://c3.ai/products/c3-ai-crm/partnership/>

C3.ai CRM Product Page: <https://c3.ai/products/c3-ai-crm/product/>

Tom Siebel on AI and CRM – ZDNet (Video): <https://c3.ai/tom-siebel-on-ai-and-crm/>

Forbes on C3/MSFT/Adobe AI CRM:

<https://www.forbes.com/sites/quickerbetteartech/2020/11/19/on-crm-tom-siebel-is-back-and-hes-working-with-microsoft/?sh=145288fe341f>

The Role

Team

This individual will lead a team of ____ individuals across Product, Engineering, and GTM functions for the CRM business. Of those, ____ will be direct and the remainder will be dedicated but report directly into the CTO Ed Abbo or CPO Houman Behzadi. The team will expand in line with the rapid growth that is expected of the business.

Location of Role

The role is based in Redwood City, California at C3.ai's corporate headquarters.



Candidate Profile

Key Experiences and Capabilities

● Must Have ● Nice to Have

Critical Experience

Senior executive in a successful SaaS company (CEO, GM, CRO) with a sales/GT background	-----●-----
Can operate both at "intrapreneur" scale and in the high velocity scaling range (~\$100-500M)	-----●-----
Able to navigate political and multi-party negotiations in a partnership of this type	-----●-----
Mix of consultative selling and SaaS selling skills. Excels at active listening (e.g., to customer needs).	-----●-----
Willing to relocate to Bay Area if needed	-----●-----
Experience in a CRM-focused company	-----●-----
Experience with AI-driven products	-----●-----
Experience in one or more of financial services, manufacturing, energy and health	-----●-----

Personal Characteristics

Confident, yet willing to change mind. Can debate & commit with strong-minded peers	-----●-----
Clear, concise communicator (written and verbal)	-----●-----
High horsepower, thinks quickly, has intellectual curiosity and insatiable desire to learn	-----●-----
Passionate about transformational opportunities like C3.ai - wants to change the world	-----●-----
Willing to start small (in team, revenue) and excited to pursue hyper-growth	-----●-----

Reports to



Tom Siebel

Co-Founder and Chief Executive Officer

Professional History

Tom is a Co-Founder of C3 and has served as the Chairman of the board of directors since January 2009, and as the Chief Executive Officer since July 2011. Prior to founding C3, Tom founded and served as the Chief Executive Officer of Siebel Systems, a global CRM software company, from 1993 until it merged with Oracle Corporation in January 2006. Mr. Siebel served in various leadership positions with Oracle Corporation from January 1984 to September 1990.

Education

Tom currently serves as a member of the College of Engineering boards at the University of Illinois at Urbana-Champaign and the University of California, Berkeley. He was elected a member of the American Academy of Arts and Sciences in April 2013. Tom holds a B.A. in History, an M.B.A., and an M.S. in Computer Science, each from the University of Illinois at Urbana-Champaign.

Authorship

He is the author of four books, including most recently the best-selling *Digital Transformation: Survive and Thrive in an Era of Mass Extinction*.

Leadership Team



Houman Behzadi

Chief Product Officer

Professional History

Houman has served as C3's Chief Product Officer since October 2016. Houman previously served as the company's Senior Vice President and Chief Product Officer from October 2016 to July 2020, the Senior Vice President of Products and Engineering from July 2012 to October 2016, and the Vice President of Engineering from January 2010 to July 2012. Prior to joining C3, Houman held various leadership roles with Siebel Systems from January 2001 until it merged with Oracle Corporation in January 2006, and then served as Director, Application Development at Oracle Corporation from January 2006 to January 2010.

Education

Houman holds a B.A. in Economics from the University of California, Santa Barbara

Leadership Team



Ed Abbo

Chief Technology Officer

Professional History

Ed has served as C3's Chief Technology Officer since July 2011. He previously served as the company's Chief Executive Officer from September 2009 to July 2011 and a member of our board of directors from August 2009 to November 2020. Prior to joining C3, Ed served as Senior Vice President of Engineering and Chief Technology Officer for Siebel Systems from July 1994 until it merged with Oracle Corporation in January 2006, and Senior Vice President of Oracle Corporation from January 2006 to July 2009.

Education

Ed holds a B.S. in Mechanical and Aerospace Engineering from Princeton University and an M.S. in Mechanical Engineering from the Massachusetts Institute of Technology.