



VACANCY

# Director/VP of GTM Strategy (Go-To-Market)

## Requirements

- Engineering, finance or MBA background.
- 10+ years of experience in consulting, investment banking or product and technology or fintech companies.
- Experience at Principal/Principal Associate level (or equivalent title) in a top tier consulting firm.
- ESG experience is a plus.
- Executive profile, comfortable working at the most senior levels of organizations. Excellent presentation skills, including strong verbal and written skills.
- Experience in dealing with clients related to sustainability, financial services, technology, consumer and SaaS.
- Having worked on digital transformation, product development and market opening projects.
- Proficient in English.
- Organized, detail-oriented profile with international experience.
- Strong analytical and team management skills, with excellent listening and management skills through influence.



**Clarity AI, a leading sustainability technology platform, is looking for a VP/ Director of GTM Strategy to overcome the new challenges facing the scaleup. These challenges include the expansion into new markets and new product development with the mission to bring social impact to markets.**



# Clarity AI

**Clarity AI has become a benchmark startup in the industry and is backed by investors and strategic partners such as BlackRock or Deutsche Börse. Currently, they have a team of more than 300 people from all over the world and are rapidly growing their teams in Spain, the United Kingdom and the United States.**

The team is made up of professionals from leading technology, consulting and banking companies, entrepreneurs, PhDs from the best research institutions and MBA graduates from the best business schools. They all share 3 attributes: excellence, passion and values.

The Founder and CEO of Clarity AI, Rebeca Minguela, is a successful entrepreneur who has been recognized as one of the most outstanding leaders under 40 by prestigious institutions such as the World Economic Forum.

At Clarity AI everyone is working hard to become the best place to work at and pride themselves in their culture and values: Objectivity, Diversity, Transparency, Meritocracy and Flexibility.



In addition to this, Clarity AI has received several awards from various institutions:

- World Economic Forum Pioneer.
- One of the most innovative projects in the U.S. Harvard Innovation Lab.
- Top startup with impact worldwide by IMPACT Growth, 2017
- Top 10 fintech startup worldwide by BBVA Open Talent.
- Young Global Leader by Rebeca Minguela, 2017.





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## Director/VP of GTM Strategy (Go-To-Market)

**Clarity AI is looking for a Director/VP of GTM Strategy who will be in charge of leading a team focused on defining and executing the Global GTM strategy across different countries (from the US to the EU and Middle East) and different segments (investors, corporates, consumers and governments) being a key player in the challenges faced by the company.**

The new Director/VP will have to coordinate the quarterly and annual GTM strategy and objectives together with the Head of Strategy, the Head of Product and the Head of Solutions (and Finance). In addition to this, he/she will be in charge of reviewing the quarterly and annual GTM metrics and results and the consequent adjustments to the strategy.

And he/she will have to define the action plan to follow the defined strategy and achieve the defined objectives in product, sales and marketing.

He/she will also define a company-wide pricing strategy for both direct sales and redistribution across platforms, defining pricing packages together with Product Owners and the sales team and to develop pricing tools and systems.





The Director/VP will report to the Head of Strategy, who reports directly to the CEO. It is a position with great opportunities for growth and internal promotion. In addition to this, no travel is required and he/she will be able to work flexibly, having contact with clients, but without the need to sell.

The working location can be Madrid, Barcelona or London and the company will offer relocation support if necessary.

The Director/VP Strategy must be an organized and detail-oriented professional with an open mind and a great ability to adapt quickly to change. In addition to that, he/she must be used to working in international environments related to digital transformation, technology and finance.

As for the salary package, it includes a fixed part plus a variable for objectives, company equity through Phantom Shares and other benefits such as Gympass, health insurance with Cigna, training budget and access to Sodexo's flexible compensation plans. ■

**Interested?** This client is working with Top of Minds to fill this vacancy. To express your interest, please contact Ana Moya at [anamoyamorales@topofminds.com](mailto:anamoyamorales@topofminds.com).

