



VACANCY

VP of Demand Generation

Requirements

- 10+ years of experience
- B2B SaaS industry
- No Touch model experience
- Data driven
- Entrepreneurial mindset
- Strong communication skills
- Strategic thinking for customer acquisition and conversion

Hybrid Minimum of 10 years experience



Usercentrics is a leading global company in the area of Consent Management Platforms (CMPs) founded in Munich in 2017. They are looking for a new VP of Demand Generation who will be able to attract leads, convert them into customers, and bring all his experience as a leader of a great team.





ABOUT THE COMPANY

Usercentrics

Usercentrics is a leading global company in the area of Consent Management Platforms (CMPs). It was founded in Munich in 2017 and already has more than 230 employees across Europe. It has offices in Copenhagen, Lisbon, Odense, Prague, and Munich, and more than 70.000 customers. Usercentrics aims to bring privacy solutions to its customers. Thus, at the same time, they can generate a trusting relationship with their user through the free acceptance of their data privacy management.

Using Usercentrics products, customers can obtain, manage, and optimize user privacy consent on websites and applications. This increases acceptance rates, complies with global privacy regulations, and builds trust with users. Thanks to Usercentrics' services, any company with an online presence protects the privacy of its customers' data while growing its business with them.

Usercentrics creates fully customizable CMPs based on each company's needs. Each company has the final say in almost every aspect of Usercentrics CMPs, so that data management can be completely tailored to the needs of each business.

At Usercentrics it is clear to them that the basis of their success is to build a diverse team of people who are enthusiastic about technology, with whom they can create a positive and inspiring environment. In this way, they create an inspiring environment that helps everyone to thrive both personally and professionally.



VP of Demand Generation


The new VP of Demand Generation will spearhead both new customer acquisition and conversion. The VP will report directly to the CMO and work closely with the rest of the C-suite, will be in charge of leading and building a team capable of achieving the company's customer acquisition goals. As such, he/she will also be responsible for the Demand Generation results through various customer acquisition channels and experts (SEO, SEM, events, emailing, etc.) The new VP of Demand Generation will be able to experiment with new channels and, if successful, deploy them on a large scale.

In order to ensure that measurements are correct, the VP of Demand Generation will be the one to define metrics, establish frameworks, assurance processes, and corrective actions when needed. Creating processes and data flows to measure and support lead generation, qualification, conversion, and other metrics is important, and will need to work closely with the Revenue Operations team. This involves looking for constant improvement in both quality and quantity of leads (MALs, MQLs, SAL, SQLs for assisted sales), direct revenue from self-service products, and improving CAC and LTV across the board.

The VP will lead and define the planning, execution, and correction cycles of the team. It is important that the VP contributes ideas, generates strategies, enables creativity, and has an analytical mindset. Therefore, he or she will work in collaboration with sales, finance, business intelligence or human resources and will be in the right hand of the company's leaders.

For Usercentrics, work-life balance is also very important, so they offer flexible working hours, hybrid work, job-related language courses, and facilities that make the new VP of Demand Generation feel at home. ■

Interested? Usercentrics is working with Top of Minds to fill this vacancy. To express your interest, please contact Ana Moya Moralest anamoyamorales@topofminds.com.

“I created the first CMP in 2012 to prove that data privacy could, in fact, be made easy and available to all online companies and organizations.”

Daniel Johannsen, Co-Founder of Usercentrics