

VACANCY

CCO

REQUIREMENTS

- Minimum of 10 years' experience in Sales & Marketing
- At least 5 years in a leadership position
- Track record in scaling a Sales & Marketing organization
- Commercial
- Strategic
- Hands-on

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WoodWing's Content Orchestration solutions enable brands and publishers to streamline the management, creation, and publishing of content. The CCO drives the commercial strategy and unites all parts of sales, marketing, and customer success into one dynamic team which is aligned for success.



WoodWing

In 2000, a team of Dutch entrepreneurs saw an opportunity to create a plug-in for Adobe. Working from an attic, the team's early solutions were enthusiastically received. At a time when there were only a few hundred million people online, WoodWing improved the usability and grew the popularity of Adobe products.

Working with Adobe was key in the beginning, but innovation, product development, and new partnerships followed. WoodWing developed a range of software solutions for publishers and brands to create, manage, and publish content, enabling them to bring their stories to many millions of people.

Two decades later, WoodWing has offices in the Netherlands, the US, and Malaysia; commercial staff in Latin America, and a partner network that extends all over the world. Today, WoodWing operates in the Enterprise Information Management (EIM) market and delivers content orchestration solutions. Through technology and services, the company allows customers to manage their company-wide information and content workflows efficiently. Their offering is marketed, sold, and delivered globally to corporate businesses, publishers, and educational institutions to whom content and information are business-critical.



Sales & Marketing organization

Over the past years, the company has executed a profitable growth strategy that is supported by a selective buy & build strategy. WoodWing sells and delivers its solutions both directly (around thirty percent) and through a global partner network (around seventy percent). The company's sales and marketing organization has about 25 people on staff, complemented by a global network of over sixty local knowledge and sales channel partners in more than sixty countries across Europe, Latin America, and Asia-Pacific.

To reach their next phase of growth, WoodWing focuses on improving the demand-generating capabilities across the (commercial) organization. Through (re)defining and (re)structuring the global sales and marketing organization, the CCO sets the company up for future success. The potential is huge and can only be realized by means of a proactive approach and a strategic plan.



CCO

The CCO shapes and executes commercial global and regional strategies to successfully enter new market segments to realize the company's growth ambition.

Entering new markets and targeting new customer bases is essential to accomplish the company's ambitions. This is a great opportunity for a CCO with an outspoken proactive mindset who has the skills and competencies to implement a proactive and scalable commercial sales and marketing engine, focused on business development, growth of the partner and client base, and building long-term customer relationships. The CCO takes full ownership of building and maintaining that engine.

Establish new best practices for Sales & Marketing

The CCO is accountable for commercial targets and KPIs and performance management. As a member of the Board of Directors, the CCO keeps the other board member informed. Realizing cross- and upsell and add-on acquisitions is part of the CCO's key responsibilities, as is ensuring that commercial processes and operational procedures are designed to scale. This role involves consistently tracking global



progress throughout the sales and marketing process, assessing customer satisfaction, and using customer feedback to help establish new best practices for the sales and marketing departments. As a key contributor to product vision and strategies, the CCO connects partners, customers, and the product team. The CCO reports directly to Ross Paterson, CEO.

This is a highly exciting opportunity for a confident go-getter with an inspirational leadership style and a proven track record in scaling a commercial department (team, revenues, and margin improvement). Experience with commercial sales and crafting and executing successful go-to-market strategies are indispensable. In the long run, equity participation is an option. ■

Interested? Woodwing works with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com



“At WoodWing, you will help build the future of content orchestration in an organization with little hierarchy and lots of freedom to develop your own skills.”

Ross Paterson, CEO