



Job Title: Vice President Sales & Marketing

Reports To: CEO

COMPANY OVERVIEW

Leave the shirt & tie routine at home and come work for a progressive energy services company offering natural gas and electricity services across the country. The energy industry is booming and XOOM is growing right along with it. The fact is, when you join XOOM Energy, the opportunities for professional and personal development have very few boundaries. We're looking for individuals that are **ready** for a challenge, **willing** to jump in and be a team player and **able** to make a difference.

JOB DESCRIPTION

The Vice President of Sales and Marketing charts the course, develops the vision, and implements the plan that will propel the company towards increased market share and greater brand recognition. Reporting directly to the CEO, the Vice President will be a strategic thinker with proven leadership experience. Accountable for delivering measurable results that achieves and exceeds revenue and margin targets, this position will be capable of contributing meaningful insight to the sales and marketing functions and play an integral role in the overall development of the organization.

KNOWLEDGE, SKILL SET & QUALIFICATIONS REQUIRED

- Serves as Chief Marketing Officer of the company, providing support in the area of marketing strategy and management; develop the annual marketing plan and the strategies, tactics and resources necessary to achieve goals
- Develop strategies and tactics for increasing market share within existing accounts and markets, while expanding into new selected verticals
- Develop and implement annual business plans and manage to monthly, quarterly and annual expense and revenue budgets
- Provide leadership, direction and management to the marketing and sales team in a manner that ensures exceptional service to all stakeholders and that produces market differentiation and competitive advantage
- Establish clear sales metrics and benchmarks for measuring progress and maintaining focus; creates a companywide marketing reporting function that can track, measure and analyze performance
- Collaborate with strategic partners and clients to research market needs and identify possible new product solutions
- Establish and maintain a strong network of relationships within the industry
- Develop a strong team. Coach, mentor and develop existing professionals
- Proficient in financial analysis and establishing sales and marketing budget and action plan
- Proven success in a retail energy environment
- Bachelor's Degree required, MBA preferred
- A minimum of 15 years of marketing and sales experience with a demonstrated track record of accomplishments
- Strong leadership skills, able to lead change, mentor and motivate individuals
- Great track record of hiring and growing sales teams and ability to do so with speed
- Hands-on experience strategizing and negotiating complex sales deals

XOOM Energy is an Equal Opportunity Employer.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed are representative of the knowledge, skill and/or ability required.



- Ability to operate at both a strategic/conceptual level and at a detailed, operational level
- Metrics driven; highly disciplined
- Must have strong interpersonal skills, maturity and good judgment and be capable of communicating with a diverse range of individuals
- A hands-on, action-oriented approach that fits well with the entrepreneurial, fast-paced culture
- Engaging leadership style that builds and sustains credibility with staff, colleagues, clients and other stakeholders
- Broad functional experience in areas of strategic planning and marketing, sales and market development and planning

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please send your resume to xoomcareers@xoomenergy.com

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