



Building brains through early talk

Vice President of Growth (Remote — U.S.)

LENA seeks a **Vice President of Growth** to achieve LENA's growth goals in support of our strategic objectives and mission. In this role, you will serve as a member of LENA's Leadership Team and set strategic and tactical direction of business development (growth) and marketing functions to achieve our sales revenue goals. Must have a track record of scaling sales and marketing functions in complex markets.

If an incredibly purposeful mission is what you're seeking, read on.

Company Summary:

LENA is a national nonprofit on a mission to transform children's futures through early talk technology and data-driven programs. Research shows that back-and-forth interaction between children and their adult caregivers in the earliest years is a key to long-term outcomes. We integrate our "talk pedometer" technology into innovative programs to support parents, caregivers, and teachers to accelerate children's language development and social-emotional health.

LENA has expanded dramatically in recent years, and we're poised for even greater and multi-dimensional growth and impact in early childhood. Our revenue model relies on business-to-business sales of technology, cloud-based software, and services. You will report to LENA's CEO, and you will drive our next exciting phase of expansion and deepened reach, revenue, and impact. You'll lead a team currently numbering 14 staff members (10 sales, 4 marketing and content).

In this role, you will:

- Serve on LENA's Leadership Team, working across LENA to achieve our mission.
- Lead and mentor LENA's growth team, aligning and advancing sales and marketing objectives, approaches, and practices with LENA's strategy through active participation in strategic planning, go-to-market strategy development, sales forecasting, resource planning, and budgeting.
- Build the sales funnel and revenue backlog through national (primarily) and international opportunities associated with LENA's suite of programs and products.
- Apply a data-driven approach in partnership with growth team leaders to understand the nature, makeup, behavior, and driving factors influencing the funnel from lead generation to closure to inform approaches, practices, and resource deployment designed to maximize and accelerate opportunities.
- Collaborate with LENA's Head of Marketing and Content to activate strategies that expand LENA's brand awareness, maintain alignment of marketing/content objectives with sales objectives, and balance marketing's responsiveness to immediate versus longer-term needs.
- Work cross-functionally to cultivate and support the expansion of strategic partners, particularly in focus states and geographies to scale LENA's programmatic reach, educational reach, and systemic influence.
- Deliver key growth strategy, objectives, and related insights into partner success and product development teams.
- Demonstrate thought leadership, representing the organization in external settings, leveraging persuasive storytelling skills and cultural competencies across disparate audiences.
- Demonstrate strong team leadership and problem-solving skills, foster team skill building and shortening of time to proficiency, and set team priorities and lead in a manner that maintains consistent focus on them.
- Lead and champion applicable change initiatives, removing barriers to constructive change and improvement.
- Streamline sales, marketing, and related operational systems and processes, working closely with other members of the leadership team as appropriate.
- Commit to training, supporting, and retaining a diverse team.

You could be a good match for this role if you are:

- **Mission-driven.** It matters to you that your work makes a positive and durable impact on the world, and LENA's mission speaks to you. You are culturally competent and have empathy with communities and contexts we serve (e.g., underserved populations, bilingual and/or multicultural environments, child-care settings).

- **Thoughtfully entrepreneurial.** You have sharp business acumen with a knack for turning daunting sales goals into reality. You're an entrepreneurial risk taker but do so deliberately, defining the hypotheses you're testing and then capturing and activating the resultant learning. You understand the value of balancing the long game in relationship cultivation with timely persuasiveness to move things forward now.
- **A leader who inspires followership.** You build trust, championing and inspiring your team, recognizing and tapping the unique talents of each team member. You provide clear goals and consistent focus on them. You deftly remove obstacles while holding team members accountable to results. You combine a personal humility and sense of curiosity with fierce resolve to collectively achieve audacious goals.
- **A consistently great communicator.** You are clear in your thinking and convey it with skill whether verbally or in written form. You listen to understand rather than to respond. You can read the room and possess the confidence to speak effectively with a range of audiences. You take the time to make the complex sound simpler. You are known for timely and consistent follow-up.
- **Reflective and growth oriented.** You look back on your wins and challenges to find the opportunities to grow and improve. You view feedback as a gift, seeking and incorporating feedback from your colleagues and partners to increase your personal impact in your role, as well as LENA's impact in the field.
- **Committed to equity and access to opportunity for all children.** You understand the headwinds children, families, and caregivers face, particularly in under-resourced communities, and are dedicated to ensuring that all children have the tools to fulfill their potential from the earliest age.

Qualifications:

- A minimum of 10 years' experience overseeing business development, sales and marketing, or similar functions. For-profit experience is strongly preferred, with additional non-profit experience a plus.
- A track record of scaling sales revenues of comparably complex products to \$10,000,000+ per year at a regional or national level.
- Familiarity with one or more of the following desired: edtech product sales; sales of SaaS products that also include hardware elements; SaaS subscription revenue models, including effective application of metrics such as CAC and LTV.
- Financially savvy and data driven, including experience using a range of business intelligence tools, evaluating pricing structures & approaches, and developing scalable sales processes.
- Experience selling to Head Start programs or school districts highly desired. Early childhood familiarity a plus.
- Previous experience effectively aligning marketing and sales functions during a dynamic period of growth.
- Depth of skill and experience leading and managing remote teams.

Compensation:

LENA's team is passionate, fun, and collaborative. To learn more visit: www.lena.org/joinourteam. We have an excellent benefits package (including medical, dental, vision, disability, life insurance, PTO, 11 holidays, and a 401k with match). This role's expected salary range begins at \$150,000, with compensation based on experience. To apply, please submit cover letter with salary/compensation requirements and resume as a single pdf document to HR@lena.org. We love cover letters --- we really do read them. Channel LENA's "persevere to simple" value to tell us in a way that is authentically yours why this role is the best next chapter for both you and us!

Location and Travel:

The Vice President of Growth will be based in their home office. If you are based in Colorado, there is space to work from our main facility in Louisville, Colorado. Expect travel up to a couple times a month in 2-to-4-day increments, depending on schedule, conferences, and meetings. Mileage and expenses are reimbursed.

LENA is an equal opportunity employer. All employment is decided based on qualifications and business need. We are committed to building a team that represents a variety of backgrounds, identities, perspectives, and skills.