



Position: Chief Growth Officer

Reports to: CEO

Salary Range: \$203,000 - 338,000

Position Summary:

As a lead agile certifications and training company, Scrum Alliance is committed to offering high quality training products to customers in the Enterprise Agility space. The Chief Growth Officer leads and executes the company's B2B capability development, including business development, enterprise segment growth, and channel partnerships expansion. The Chief Growth Officer will be responsible for identifying and servicing prospective and current enterprise customers, raising awareness of Scrum Alliance's offerings, and forging new partnerships to provide learning and training solutions to enterprises that are undergoing agile transformation. The role will be responsible for identifying and proposing potential business deals with enterprises that require agile training, as well as nurturing and executing strong partnerships with channel partners to expand the company's go-to-market capabilities. The Chief Growth Officer must effectively collaborate with business operations, marketing, membership, product and technology delivery to implement our growth strategies. The Chief Growth Officer will help direct the work of the organization as a member of Scrum Alliance's Leadership Team and have frequent interactions with Scrum Alliance's Board of Directors.

Responsibilities:

- Lead and scale the Business Development and Channel Partnerships strategy and execution.
- Develop and execute strategies to raise awareness of Scrum Alliance's training and certification programs within the enterprise market.
- Define growth objectives and related performance metrics, and provide regular reports and updates to the executive team on enterprise customer acquisition, partnerships, and revenue growth.
- Identify and target potential enterprise customers, understand their needs, and articulate Scrum Alliance's offerings that support customer Enterprise Agility goals.
- Leverage the Scrum Alliance guide network to understand market landscape, evaluate best-selling products, and identify market trends that can inform go-to-market strategy.
- Work closely with the guide community to identify enterprise leads and networking opportunities to promote the Scrum Alliance portfolio and connect directly with potential enterprise customers.
- Negotiate and close new business deals with enterprise customers on eLearning offerings.
- Collaborate with internal teams and the guide community to map enterprise customers' learning needs and inform product portfolio initiatives and roadmap to address their specific requirements.
- Build and maintain strong relationships with key stakeholders in enterprise organizations, including C-suite executives, HR departments, and agile transformation teams.
- Oversee enterprise accounts, provide after-sales support and identify incremental opportunities for agile training support.

- Identify and establish partnerships with consulting firms and other players in the agile transformation space to create comprehensive solutions for enterprise customers.
- Collaborate with the marketing team to develop and implement effective marketing campaigns targeting enterprise customers.
- Monitor market trends and competitor activities to identify opportunities for growth and stay ahead of industry developments.

Desired Skills and Abilities:

- Strong leadership and management skills, with the ability to inspire and motivate cross-functional teams.
- Demonstrated ability to identify customer needs and develop tailored solutions to meet those needs.
- Strong negotiation and persuasion skills, with a track record of successfully closing deals and partnerships.
- Deep understanding of agile methodologies, frameworks, and their application in enterprise environments.
- Excellent communication and interpersonal skills, with the ability to build rapport and influence key stakeholders.
- Strategic mindset with the ability to think creatively and identify new opportunities for growth.
- Strong organizational and time management skills, with the ability to prioritize and manage multiple initiatives simultaneously.
- Proficiency in using Customer Relationship Management software and other sales and marketing tools.
- Strong business acumen, with the ability to understand market dynamics, customer needs, and competitive landscape.

Education & Experience:

- Bachelor's degree in a relevant field, such as business, marketing, etc. (Master's degree preferred, or equivalent).
- Minimum of 15 years of experience in enterprise sales, business development, or a similar role, with at least 7 years in a leadership role.
- Proven track record of successfully acquiring and managing enterprise customers.
- Experience in the Learning & Development or Edtech space is highly desirable.
- Previous experience in partnership development and management is a plus.
- Experience in the agile certifications and training industry is highly desirable.
- Familiarity with agile methodologies, such as Scrum or Kanban, and experience in implementing agile practices in product development.