

## **CRO Job Descriptions**

6th Avenue Capital, LLC, a leading provider of small business, short-term bridge financing, is seeking a Chief Revenue Officer (CRO) to drive small business originations and increase referrals. 6<sup>th</sup> Avenue Capital is changing small business financing, providing fast, secure and equitable access to working capital.

The CRO is responsible for driving sales through performance marketing and sales optimization. The CRO is a highly analytical individual who has experience delivering exponential growth through continuous test and learn, sales improvements and funnel marketing.

### Responsibilities

- Lead, motivate and grow a team of sales professionals
- Oversee sales planning process, manage to goals, and deliver aggressive monthly revenue projections
- Measure and analyze current sales productivity
- Create sales culture that promotes best fit for customer while ensuring transparency, professionalism and inclusiveness
- Monitor sales funnel – adjusting as necessary to create repeatable, predictable growth
- Ensure digital marketing experience is optimized for sales
- Execute sales training, scripting and other sales initiatives to enhance customer conversion
- Build, develop and lead a cadre of high-performing lead gen/ lead nurturing agencies
- Liaise daily with internal partners including, but not limited to Business Development and affiliate(s)

### Requirements

- 10+ years building high performance marketing/ sales teams
- Proven track record of leading successful sales team / driving performance marketing
- Strong understanding of data analytics required
- Ability to model performance over time
- Goal oriented – motivated to exceed targets
- Passion for small businesses
- Highly organized, detail-oriented, responsible, and reliable
- Positive attitude and strong interpersonal and relationship building skills
- Understanding of small business and merchant cash advance a plus.
- Prior experience in a start-up a plus.