Position Description – Head of Sales

DIVISION & TEAM	MADCAP	**REPORTS TO**	CEO - MADCAP (or any other position as determined and advised by JSCL)
BAND	J		
FUNCTIONAL RELATIONSHIPS	*INTERNAL* • *SALES TEAM (GLOBAL)* • *MADCAP TEAM* • *COMMERCIAL* • *ELT*		*EXTERNAL* • *CUSTOMERS* • *INDUSTRY PARTNERS* • *CHANNEL PARTNERS* • *RESELLERS* • *INDUSTRY BODIES* • *REGULATORY BODIES*
POSITIONS REPORTING TO THIS POSITION	*INTERNAL* • *SALES/IMPLEMENTATION TEAM* *APPROX. NUMBER OF INDIRECT REPORTS: 0*		
CONTROLS A BUDGET	NO	**DELEGATED FINANCIAL AUTHORITY** (CIRCLE ONE)	YES – Refer to Jade DFA level tiers for amount
CAPEX AUTHORITY	NO	**AUTHORITY TO COMMIT TO LONG TERM CONTRACTS**	NO

ROLE PURPOSE

- Lead the execution of MADCAP's global sales strategy to drive sustainable revenue growth, expand market share, and strengthen customer relationships across all regions.
- Build, coordinate, enable, and optimise a high-performing sales team and channel partners operating across international markets.
- Own the global sales pipeline and revenue performance, ensuring disciplined sales practices, accurate forecasting, and strong commercial outcomes.
- Act as the voice of the market, providing customer and industry insights that inform product direction, go-to-market priorities, and business strategy.
- Contribute as a senior leader within MADCAP and the wider Jade Group, helping shape the future growth and success of the business.

1. KEY ACCOUNTABILITIES AND EXPECTATIONS

Strategic Leadership

- Own and continuously evolve MADCAP's global sales strategy, ensuring alignment with business objectives and market opportunities.
- Identify priority markets, growth opportunities, emerging trends, and competitive threats.
- Develop annual sales plans and revenue targets that support MADCAP's strategic growth ambitions.
- Provide market intelligence and customer insights to influence product roadmaps and investment decisions.
- Contribute to business planning, commercial decision-making, and long-term growth initiatives.

Global Sales Leadership

- Own and be accountable for delivering sales and revenue targets across all global markets.
- Establish sales strategies and market-specific plans that maximise growth opportunities.
- Drive consistent and disciplined sales execution across all regions.
- Monitor sales performance, pipeline health, forecast accuracy, and conversion effectiveness.
- Personally support strategic opportunities, major accounts, and complex commercial negotiations where required.
- Ensure strong CRM utilisation, sales reporting, and opportunity management practices.

Contractor and Channel Leadership

- Recruit, onboard, manage and support MADCAP's global sales team
- Set clear expectations, sales targets, activity measures, and performance standards.
- Create a high-performance culture built on accountability, collaboration, and customer focus.
- Provide coaching, sales enablement, market insights, and ongoing support to maximise contractor success.
- Develop repeatable sales playbooks, tools, templates, and processes that improve consistency and effectiveness.
- Manage contractor performance and commercial arrangements to ensure strong return on investment.

Market Development and Partnerships

- Develop and execute market entry and expansion strategies across priority geographies.
- Build and strengthen relationships with key customers, strategic partners, industry associations, and influencers.
- Identify and establish partnerships that accelerate market penetration and revenue growth.
- Represent MADCAP at industry events, conferences, and networking opportunities.
- Maintain a strong understanding of customer needs, market dynamics, and competitor activity.

Revenue Performance and Commercial Management

- Establish and monitor leading and lagging sales performance indicators.
- Deliver accurate sales forecasting, revenue planning, and pipeline reporting.
- Drive improvements in lead generation, qualification, conversion, and account growth.
- Work closely with Finance and the Managing Director to support budgeting and commercial planning.
- Ensure opportunities, risks, and performance trends are proactively identified and addressed.

Team Leadership and Development

- Foster a high-performance culture aligned with Jade's values and leadership expectations.
- Support and develop sales capability across the contractor network.
- Ensure regular communication, alignment, and engagement across all markets.
- Champion collaboration between Sales, Product, Customer Success, Marketing, and the wider Jade business.
- Actively contribute to leadership initiatives and organisational development activities.

Customer Focus

- Build trusted relationships with customers and key stakeholders.
- Act as the voice of the customer within MADCAP.
- Ensure customer feedback is captured and used to improve products, services, and customer experience.
- Support customer retention and expansion activities alongside the Implementation and Support teams.

Leadership

- You understand high performance at Jade, this not only means what you do but also how you do it.
- You demonstrate values aligned behaviour and expect the same from your team.
- You consistently communicate to your team so they know what is happening within Jade and act as the conduit to the Leadership Group, communicating risks or concerns that may be present.
- You are accountable for the recruitment and onboarding of staff within your team in line with Jade's recruitment policy.
- You are accountable for the ongoing support of staff within your team, including activities relating to onboarding, performance management, succession planning, reward, and recognition.
- You are actively involved in developing your team by coaching and mentoring.
- You assess the capability needs of your team, now and in the future, aligning your people's development plans and training needs accordingly
- You consider all of Jade when making decisions, managing risk, or directing your team, ensuring your focus is aligned to the wider business
- You help your team to understand the bigger picture of Jade, supporting the direction of the Company and always presenting it to your team in a positive way

Jade Core Operating Principles

- CUSTOMER LED
  We focus on what matters most to our customers and measure success by the outcomes we help them achieve - not just the work we deliver.
    - We are curious to understand our customers context.
    - We earn trust by delivering value, not just software.
    - We understand value, growth and satisfaction are interlinked.
- AUDACIOUS TOGETHER
  We work as one team to challenge the status quo and find better ways. We are bold in our thinking and honest with each other to lift performance.
    - We speak up, because better ideas come from honest dialogue.
    - We say no to settling, we back ourselves to go big.

- We move at pace, we decide and then commit as one.

- DEPENDABLE BY DEFAULT
  We take ownership and follow through. We deliver what we say we will, and build trust through consistent, reliable execution.
  - We own the outcomes not just the tasks.
  - We show-up with a 'can-do' attitude.
  - We mind the gaps and help each other to find a way through.

Personal Development

- You have an established training and development plan, in consultation with your People Leader and you commit to delivering against it each year
- You engage in regular development conversations with your People Leader and actively work on areas of your development.

Safety & Wellness

- Manage your own safety and wellness; and take appropriate measures to manage workplace hazards, accidents, and incidents.
- Encourage your team members in their safety and wellness and to actively participate by supporting their training and maintaining safe systems of work
- You display commitment through actively participating in and supporting safety and wellness initiatives
- You understand and comply with all safety and wellness policies and procedures
- Report all accidents and incidents, including discomfort and near misses promptly
- You keep your work area tidy and clear of clutter and hazards

Other duties as may be reasonably required from time to time.

2. PERSON SPECIFICATION

	ESSENTIAL	PREFERRED/DESIRABLE
Education/Training	• Relevant tertiary qualification in Business, Commerce, Marketing or related discipline.	• Leadership or sales management qualifications.
Experience/Knowledge/Skills	• 10+ years' experience in senior sales, business development, or commercial leadership roles. • Proven experience leading global sales functions and delivering revenue growth. • Strong track record of developing sales strategy and achieving revenue targets. • Experience managing complex B2B sales cycles and strategic customer relationships. • Commercially astute with strong forecasting, pipeline management, and analytical capability. • Exceptional stakeholder management, communication, and influencing skills. • Demonstrated ability to build high-performing distributed sales teams. • Experience with CRM systems, sales analytics, and performance reporting.	• SaaS, software, geospatial, infrastructure, utilities or asset management industry experience. • Experience scaling international markets through contractor, partner, or channel models. • Experience working within a technology scale-up environment. • Experience across APAC, North America, Europe, or UK markets.