



## Head of Consulting - New York

There are smartphones and there are iPhones. There are search engines and there is Google. There are management consultants and there is McKinsey. There are SEOs and there is Improve.

We strive to grow Improve into the global benchmark for SEO. We are highly successful in Europe and are now expanding in all major markets, starting with New York, San Francisco and Seattle.

Our founders challenged the status quo of SEO and turned it into Improve's competitive advantage. Why does SEO take 3-6 months to show results when AdWords shows results immediately? Improve delivers immediately. Why do SEOs optimize rankings when what clients really care about is conversions? Improve delivers conversions. We are a non-agency - our product is conversions through SEO.

A small, highly skilled, diverse and international team of 50+ professionals makes this possible in combination with proprietary tools, systems and software. Our team members are native speakers of English, German, Spanish, Russian, Italian, Portuguese, French, Hungarian, Polish and Swedish. Our backgrounds are as diverse as Google Engineers, PWC Consultants, CEOs of billion-dollar-companies, Rocket Internet growth hackers and investment bankers.

Our Engagement Teams work on more than 200 projects worldwide - from Fortune 50 companies such as P&G to high-growth startups like Thumbtack. Improovers go above and beyond to get things done. With projects in more than 60 countries, it sometimes means traveling halfway around the world and diving into different languages, countries and cultures - from Sydney to Singapore, from Buenos Aires to Barcelona.

This is a rare opportunity to join a successful Start Up as Head of Consulting and become a Partner in our New York office. You will build a rocketship in the US together with the firm's global resources.

### Responsibilities

- Spearhead SEO consulting and SEO solution delivery in the New York office: Ensure high-quality standards in all client deliverables; collaborate across the team to ensure client needs are met and projects stay within scope, budget, timeline, quality, and other Key Performance Indicators (KPIs)
- Reach beyond the SEO horizon - understand the specific challenges and needs of your client + turn them into SEO strategies that drive your clients' business KPIs (ROI, conversions, sign-ups, etc).
- Take over existing clients and grow them into major accounts for Improve
- Work with an international, multicultural team in Improve offices around the world and ensure smooth collaboration and leadership on a variety of projects and industries from Fortune 50 companies to startups
- Communicate effectively on all levels, from CEO to Technical Specialist to administrative assistant with limited SEO knowledge
- Pre-Sales - Take responsibility for SEO and technical aspects in the sales cycle
- Post-Sales - Focus on building relationships and trust since focusing on strong, lasting relationships with clients is at the core of how we do business at Improve



## Requirements

- BA degree, advanced Degree in Mathematics, Statistics, Finance, Economics preferably
- Experience with top-tier consulting firm (McKinsey, Bain, BCG, etc) or Google advantageous
- 3+ years of experience in a leadership role in the web search space (SEO, SEM, Growth)
- Highly entrepreneurial - enthusiastic desire to shape and grow a brand at the early stage of its lifecycle
- First class analytical skills - Improve works with industry leaders who know the growth space in and out and expect leadership from Improve
- Great communicator - translate SEO lingo into business lingo: Whether written or oral, your communication skills are outstanding in any context. You have the ability to communicate with stakeholders in order to understand their needs and transform conversations into action as it applies to website changes.
- Collaborative leader - create an environment that fosters innovation in the team
- Digital networker, broadening relationships and influencing views towards Improve; has strong and active business network, always sharing insights that influence thinking towards Improve solutions
- International work and travel experience preferred
- The position requires 3-5 days travel/month

## Benefits

- The rare opportunity of becoming a Partner in a successful business and building up equity over time, shaping its future and growing it into a major player in the online world
- Learn from smart people in international, challenging companies with major brands such as Red Bull, Volkswagen, NBC Universal or American Express
- Opportunity to grow Improve USA from 5 people into 50 offices
- Work on the most exciting SEO projects - from Penalty Removals to 10x growth strategies to transforming traditional businesses.
- Global company events 1-2/year in Spain, Austria, etc.
- 20 days paid time off per year in addition to public holidays
- 401k Plan
- Comprehensive health insurance paid by the company
- Flexible working hours
- 5 sick days

Please send your application to [jobs@improve.net](mailto:jobs@improve.net)