



## **COO - Business Development & Finances - 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 COO 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**

- Take responsibility for Business Development and Finance in the New York office - P&L, management, pitching and winning clients, networking and marketing
- Own the entire sales process from prospecting to completion of the sale
- Meet and exceed monthly and yearly sales goals
- Work side-by-side with in-house SEO experts and consultants to identify and solidify growth opportunities in the sales cycle
- Take over existing clients and grow them into major accounts for Improve
- Build the office from the ground up; hire, develop and train your own team with support and input from the Improve management team
- Utilize global Improve resources - tools, people, know-how, databases, etc.
- 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
- Extremely comfortable communicating with clients on all levels, from COOs to Digital Directors to Technical Specialists to Administrative Assistant with limited SEO knowledge



- Keep client, team and third-party stakeholders engaged and informed by communicating progress, performance and next steps
- Responsible for Finances and Operations - Lead the NYC office on all levels, from accounting to HR

### **Requirements**

- BA degree; MBA preferred
- Highly entrepreneurial - enthusiastic desire to shape and grow a brand at the early stage of its lifecycle
- 5+ years digital sales experience; ideally in SEO and/or SEM
- Business networker, broadening relationships and influencing views towards Improve; has strong and active business network, always sharing insights that influence thinking towards Improve solutions
- Able to leverage network to do prospecting and discovery to a broad community of business decision makers
- Strong sales pursuit leader, orchestrator and disciplined seller and operator Ability to quickly ramp up on new trends. Sharp strategic acumen and ability to manage ambiguity
- First class analytical skills - Improve works with industry leaders who know the growth space in and out and expect leadership from Improve
- Ability to walk in the client's shoes - apply market and consumer dynamics to our evolving business
- Ability to lead, coordinate, and manage a cross-functional team
- 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
- 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)