



Head of Sales

REPORTS TO
CEO

ABOUT PINATA

PINATA powers the tasks that power business.

We are an enterprise SaaS platform to manage, measure, and maximize front-line workforces. Unlike software to facilitate desk-based knowledge work, we develop systematic task-management solutions that solve the unique challenges of location-based operations in retail stores, construction sites, warehouses, restaurants, and elsewhere in the field.

With collaborative tools for goal-setting, planning, staffing, reporting, financial tracking, and data analysis, PINATA is a centralized command center that turns the “clipboards and chaos” of real-world activity into streamlined, best-in-class execution. We offer specific, industry-proven solutions for everyday operations like Retail Compliance, Consumer Sampling, Merchandising, Dispatching, Competitive Surveying, and more.

Whatever the job to be done, PINATA brings benefits typically associated with digital execution — transparency, process automation, and above all data-driven ROI improvement — to the analog world. From startups to the largest companies in the world, customers see immediate, dramatic impact, including easier coordination, more targeted resource deployment, and enhanced outcomes driven by consistency, accountability, and actionable insight.

In short, we connect the C suite to the street in order to optimize compliance, efficiency, and performance on the front line.

We are a well-funded, rapidly growing, post-Series-A startup, backed by an impressive array of both technology investors and industry experts. At just under 30 people, we are a hard-working and high-performing team that values dedication, diversity, and positivity in equal measure. As a business, we are at an exciting inflection point where we are post product-market fit but still very much innovating around the technologies and tactics that will fuel our long-term growth. Accordingly, we offer new employees a healthy balance of early-stage excitement and the stability of a more mature business. We are New York based, with full-time remote options depending on role.

ABOUT THE ROLE

We're seeking a highly motivated Head of Sales. Reporting directly to the CEO and working closely with Customer Success, Marketing, and Operations, this critical role is charged with developing a playbook for scalable growth from new-logo acquisition to account expansion; setting and contributing to team goals; identifying new opportunities, including new verticals, channels, and value propositions; and managing a growing commercial team.

- You'll manage our Sales Team (currently 4 AEs and 1 AM), fostering an atmosphere of camaraderie and clear expectations. You will likely recruit 5-10 additional FTEs in the coming year, spanning sales, account management, and SDR/BDR roles. An existing network of well-qualified candidates is a major plus.
- You'll develop, personally test, and refine acquisition and expansion strategies, with the goal of codification in a playbook for scalable growth. This includes tactics to leverage and amplify organic network effects.
- In the near term, we expect this process of leading by hands-on example to result in a significant individual revenue contribution. Such expectations will decline naturally over time as a playbook is operationalized, volume of AEs increases, and managerial responsibilities become more significant.
- You'll teach others to deploy a formalized sales strategy, according to their roles.
- You'll own PINATA's relationship with select key accounts, and be expected to pursue some of our largest greenfield opportunities (e.g. major CPG conglomerates) until the team is large enough to reduce this need.
- You'll optimize our "sales tech stack" to maximize both utility and accountability, and ensure compliance.
- You'll work with leadership to...
 - Set budgets and goals
 - Set pricing for new products
 - Develop go-to-market strategies for new products, oftentimes by executing pilot customer pitches
 - Support custom contracting needs of enterprise customers
 - Develop new acquisition channels (e.g. supply-side reseller program, low-touch self-service onboarding, etc.)
 - Develop low-touch service standards to grow self-service business
 - Establish product roadmap/goals
 - Present performance and goals to the Board of Directors

THE IDEAL CANDIDATE WILL HAVE

- 10+ years experience in B2B software commercialization and growth (sales experience is necessary; marketing, product, finance, and customer success are highly valued)
- Ability to manage and teach small and growing teams
- Ability to create and deliver sales plans and playbooks
- Experience in software pricing strategy
- Experience amplifying network effects
- Creative thinker; comfortable with ambiguity and tactical change
- The passion and energy to shape the future of a young company

BENEFITS

- Competitive compensation package, including early-stage equity
- Fully remote work options, though strong preference for base in New York City area
- Benefits package including 401k, 99% paid medical, dental, vision, and life insurance
- Meaningful flexibility around work hours, in-office time, vacation days, etc.

- Generous maternity and paternity leave policy
- A marquee member of the founding team of a high-growth company