



WHERE NO STARTUP STANDS ALONE

Position Description

Sales Manager

We think you'll like it here.

Overview of GAN

What does working at GAN look like?

Creating a culture of happy colleagues is part of GAN's DNA. We want our team to love what they're doing while working at a place that's growing and moving quickly. Benefits at GAN are a reflection of what matters most: You. We hire based on values and entrepreneurial spirit. Because of this, we have a smart team who has fun, cares for one another, and gets a lot done. You'll be joining a team of hard-working, happy, and humble people.

What is GAN?

GAN is a highly-curated community of independent accelerators, partners, and investors. We're obsessed with helping startups all over the world succeed, which is why GAN's mission is to give startups the power to create and grow their businesses, wherever they call home. Our community has helped more than 13,000 companies receive over \$5.3B USD in funding and create more than 26,700 jobs globally.

GAN started in 2010 when Brad Feld and David Cohen—the two co-founders of Techstars—had the idea to connect the top mentorship-driven, seed-stage accelerators around the world. Alongside the White House's Startup America Initiative, GAN was launched to align those accelerators and create a community and model for their success. Today, GAN is an independently-operated organization with more than 120 of the world's best accelerators in our community, running programs in 120+ cities all over the world. GAN Ventures is our investment arm, making seed-stage investments in startups across the globe. And, we have built two parallel communities—GAN Partners, a group of engaged corporate partners that are seeking to build meaningful relationships with GAN Startups everywhere and the Global Startup Studio Network (GSSN,) a growing community of startup studios that spans four continents.

What are GAN's Values?

- **Humanity:** Create environments where people are empowered to fulfill who they set out to be.
- **Service:** Exhibit a level of selflessness that makes people question our sainthood.
- **Integrity:** Deliver what we say we'll deliver, and be honest early and often when we face challenges.
- **Action:** Get stuff done. Continually grow and evolve based on the needs of our community and work to proactively know those needs.
- **Celebration:** Pop a cork when people reach greater heights. Getting stuff done doesn't mean you have to be boring.
- **Drive:** A deep determination to do whatever is appropriately necessary to support our clients, colleagues, and ourselves.



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Position Description, Cont'd

Overview of GAN's Sales Manager Role

To be successful in this role, you'll be a dynamic sales operator who knows how to find leads, build relationships, and close deals. Someone who will thrive as our Sales Manager loves making and nurturing new friendships, hates losing, and is passionate about helping entrepreneurs. You know how to open doors with a variety of different customer personas, build relationships to understand individual and organizational objectives, and present opportunities for collaboration. While stepping into a direct contributor's role in the near term, you'll also have the opportunity to think strategically and help design our sales strategy across multiple distinct business lines long term. In doing so, you will further our purpose—to give startups the power to create and grow their businesses, wherever they are.

The person in this role will report to the Director of Sales and will serve in a unique, "full stack" business development function fusing outbound outreach with inbound salesmanship, pipeline management, and the ability to direct the complete buyer's journey from first contact to close. Your first task on the job will be to strategically grow our community of accelerators. As you progress in your role, you will also research, qualify, and schedule new sales meetings with corporations who want to serve GAN Startups through partnership. Along the way, you'll cultivate a sustainable pipeline, creatively navigate complex sales cycles, and set up our partners and members for long-term success.

A qualified candidate has the proven ability to consistently produce new revenue, a natural curiosity, experience with startups and technology companies, and the capacity to grow into a team leader. You'll be tasked with motivating the world's largest and most influential corporations, funders, and innovators, so the ability to cast a compelling vision and persuade high-level contacts is a must.

Responsibilities

- Identify, vet, and pitch top-performing accelerators on joining the GAN community.
- Create revenue-generating partnerships with corporations who want to connect with startups.
- Prioritize targets and manage your time. Become an expert in what it takes to be a GAN member or partner.
- Manage inbound inquiries and generate leads through events, email, carrier pigeon, or whatever means necessary.
- Manage all activity in GAN's database, and report on performance-based metrics such as weekly outreach, pipeline value, and quarterly revenue quotas.
- Produce new insights from sales conversations with prospective partners.
- Do whatever else is necessary—we're a small, nimble, and fun team.



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Position Description, Cont'd

Minimum Qualifications

- You have a Bachelor's degree or equivalent practical experience.
- You have previous experience in a sales role at a technology company, startup, and/or a large corporation.
- You have previous experience maintaining a healthy pipeline by nurturing inbound leads while simultaneously being proactive about generating new leads through cold outreach, events, etc.
- You are a get-it-done person who's willing to execute on the "small stuff."
- You find a way to weave the word "grapefruit" into your email (see below), showing your capacity to pick up on details.
- You care about people and want to be part of a unique team that supports one another.
- You embody GAN's values (see Page 1).
- You have an above-average sense of humor.

To Apply

Please send your resume and LinkedIn profile to jobs@gan.co on or before March 31, 2020. Instead of a traditional cover letter, we ask that you answer the following questions in a concise email—as if you're writing to a sales prospect:

- How did you hear about this position?
- Why did you choose to apply to GAN over other companies, and what about working here interests you the most?
- What's something you strongly believe that most people disagree with?
- What makes you unique in 150 characters or less?

Unfortunately, candidates with incomplete applications won't be considered for this role.



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GAN Benefits Overview

Great insurance: A top-tier insurance plan where the company pays for 100% of your health, vision and dental plan along with a Flexible Spending Account where you can set aside pre-tax money for out-of-pocket medical expenses.

Cell Phone, Parking, & Public Transportation Reimbursement: We'll reimburse you for your cell phone, and any parking or public transportation-related costs (paying for an EcoPass).

Snacks: An allowance for coffee and snacks from any coffee shop while you're working.

Matching Donations: When you donate money to a qualified charity, GAN will make a matching gift to that charity on your behalf, up to \$500.

Fitness Allowance: Use up to a \$50 per month fitness allowance for your gym membership, yoga studio membership, or whatever activity you do to stay healthy.

Professional Development: Admission and travel costs paid for professional development opportunities, industry meetings, and events.

Time Off: We have a generous PTO policy, time off for all major holidays, and up to three days off to volunteer in your community every year.

Remote Work: Work one day a week from wherever you want. Whether it's the mountains, your house, a hut...it doesn't matter.

Sabbatical: Every three years, employees are granted a one-month-long paid sabbatical.

Parental Leave: Maternity and paternity leave for new parents.

Job Costs: We pay 100% of the costs for the hardware/software you need to do your job.

A "Holiday Holiday": We shut down the office every year from Christmas Eve through New Years Day for you to enjoy time with your family or friends.

Reasonable Work Hours: And while this isn't a formal benefit, we encourage 40-hour work weeks. The startup industry often asks people for regular 60+ hour weeks and regular pushes on weekends. We don't want people working more than 40 hours a week in any sustained fashion. In a crisis or if we have a big project, we may require very short-term, extended hours, but otherwise, we strongly encourage working 40 hours a week and getting eight hours of sleep a night.