



WHERE NO STARTUP STANDS ALONE

Position Description

Director of Customer Success

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 12,600 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 110 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 Director of Customer Success Role

To be successful in this role, you'll be a dynamic team leader who brings strategic vision and operational leadership to build and execute a customer success strategy that delights our clients and drives renewals. Someone who will do well as our Director of Customer Success is a relationship builder at heart, loves problem solving, helps friends in need, doesn't need their hand to be held, and is passionate about helping entrepreneurs. You know how lead a customer success team to drive renewal business through building relationships and gaining understanding of the individual and organizational objectives for the clients you serve. You are comfortable presenting opportunities for expanded or improved products for your team to better serve our clients. In this role, you will have the opportunity to lead a growing team and build both a vision and a playbook for our customer success efforts across three distinct business lines. In doing so, you are furthering our purpose, which is to give startups the power to create and grow their businesses, wherever they are.

The Director Customer Success is responsible for leading the team that serves and renews all accounts closed by our Sales Team. The role will craft strategy and execute directly on every part of the customer success lifecycle and processes - from onboarding to renewal - and will report to the COO. The successful candidate will be comfortable leading a team and servicing accounts directly (a "player-coach" mentality is key). A great deal of comfort in speaking with high-level contacts and an ability to navigate, negotiate, and close renewal business is a must. This role will spearhead GAN's customer success strategy and will manage a team of four direct reports.

As the Director of Customer Success, you'll keep our clients renewing and thus will be a critical contributor to our growth. You'll work closely with GAN's CEO, COO, and Director of Sales on new initiatives and key strategic relationships. You don't just execute; you're also a thought leader who can see multiple steps ahead and identify industry trends and key influencers.



Position Description, Cont'd

Responsibilities

Customer Success: Strategy & Execution

- Define and operationalize a comprehensive Customer Success strategy across three business lines (Accelerators, Corporate Partners, and Startup Studios) that drives renewal revenues through minimizing churn and increasing annual contract values.
- Develop strategic initiatives that aligns with the customer life cycle and drive customer satisfaction, retention, and advocacy.
- Determine and implement the appropriate service levels for each segment of our business based on account type and strategic fit.
- Develop a highly engaged community in each business line measured through increased product engagement, NPS scores, and overall health scores.
- Act as the account lead for a handful of high-profile accounts in the company.
- Serve as the customer advocate by creating a feedback loop on customer issues, escalations, and needs with appropriate internal teams.

Leadership Team

- Serve as a member of our Leadership Team, providing input and recommendations to the product roadmap based on internal and customer needs and experiences.
- Provide leadership and strategic direction to the team that drives our customer success activities including but not limited to: new account onboarding, new client onboarding, customer support on our platform, monthly/quarterly/annual account deliverables, communication rhythms, and renewal strategies.
- Foster collaboration, transparency, accountability, and a shared culture that exhibits GAN Values within our Customer Success Team.
- Set goals and measure effectiveness within the Customer Success Team against quarterly and annual targets.
- 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 in leadership roles on customer success teams.
- You have previous experience developing customer success strategy and interfacing directly with high-profile accounts.
- You have previous experience maintaining a healthy renewal pipeline by nurturing existing accounts and leading the development and execution of effective customer success strategy and practices that drive retention.
- You are comfortable addressing customer objections and negotiating renewal contracts.
- You are a hands-on leader who is equally comfortable thinking strategically and executing 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.

Preferred Qualifications

- You possess an ability to interpret legal documents and work with attorneys on specific contract language.
- You have experience supporting the growth of new business through securing customer advocates who willingly provide references.
- You have international experience and wouldn't mind doing some travel, including overseas (when our business returns to regular travel!).

To Apply

Please send your resume and LinkedIn profile to jobs@gan.co on or before September 25, 2020. Instead of a traditional cover letter, we ask that you answer the following questions in one page or less:

- 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 usage, and any parking or public transportation-related costs.

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.

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 December 24th 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.