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WHERE NO STARTUP STANDS ALONE

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# Position Description

## Global Sales Manager

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*We think you'll love it here.*

### GAN Overview

#### What does working at GAN look like?

Creating a diverse culture of happy colleagues is part of GAN's DNA. We want our team to love what they're doing, while working with a wide range of cultures, background, and geographies, and moving quickly to get work done. 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 whole 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.

Since then, we've replicated the GAN model to build a community of Startup Studios, our [Global Startup Studio Network \(GSSN\)](#) — the focus of this job description, and your future role. GSSN is a highly-curated community of the world's venture studios, startup studios, company builders, and venture builders. GSSN enables leaders to build the best operating structure for their studio, by providing curated connections to peers, talent, and financial capital, helping them create their next successful venture. We've also built two parallel communities through GAN Ventures, our seed-stage investment arm, and GAN Partners, a group of corporate partners who build relationships with GAN Startups.

#### 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.



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## Position Description, Cont'd

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### Overview of the Global Sales Manager

If you're an experienced sales professional who gets as excited by writing thoughtful content as closing sales contracts, this may be the role for you. And if you've spent the last few years successfully managing a pipeline of sales opportunities by day, while blogging, journaling, or building a side hustle by night, this might be the job you've been dreaming of. While drawing on a strong track record of sales success, you'll be asked to serve in a nimble, fluid role, doing everything from assembling lead generation campaigns in HubSpot, to working the new leads you create to support your revenue goals. We're constantly testing new strategies too, so we need our Manager to serve as a get-it-done team member that's resourceful, agile, and a creative problem solver.

Through it all, you'll develop into an elite, "full stack" sales operator who can fuse inbound lead generation and outbound sales development to create a healthy pipeline that fuels our growth.

While reporting to the Head of Global Partnerships (Sales), you'll be responsible for owning all sales operations for our [GSSN](#) community — an emerging, high-growth business line within GAN comprised of Startup Studios around the world. You'll do this by writing content, managing prospects lists, using marketing automation to engage new leads, while simultaneously leveraging cold, outbound prospecting to hunt down high-value prospects and manage a deal pipeline. In this sense, our Sales Manager can not only expect to find themselves at the center of GAN's growth, but also, their own personal growth.

### Responsibilities

#### Lead Generation

- Create a healthy top-of-funnel through list-building activities like prospect research and cold outreach.
- Develop lead generation campaigns to engage prospects and educate them about GSSN's value proposition.
- Author weekly campaign content by applying insights from sales conversations to top-of-funnel messages.

#### Sales

- Lay the foundation for a high-performing sales funnel by meeting monthly targets for the number of leads qualified and new sales meetings booked with high-potential GSSN prospects.
- Ensure GSSN content is deployed to the right part of your sales funnel at the right time to increase sales velocity.
- Manage the full sales cycle from vetting, to pitching, and closing top-performing Studios on GSSN membership.
- Manage all activity in our HubSpot database, reporting on performance goals like new pipeline qualified.
- Do whatever else is necessary—we're a small, nimble, and fun team.



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## Position Description, Cont'd

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### 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're interested in learning new skills and are a naturally curious person.
- 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.
- You can write engaging sales emails.

### Nice to Have

- Someone familiar with diverse cultures, and comfortable engaging with others from a wide range of perspectives.
- A willingness to visit and build relationships across different geographic communities in APAC, MENA, and LATAM.

### >> To Apply

Please send your resume and LinkedIn profile to [nate@gan.co](mailto:nate@gan.co). 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:

- What about working here interests you most?
- What makes you unique in 200 characters or less?

Unfortunately, candidates who don't answer these questions won't be considered for this role. And remember, treat this outreach like you're engaging one of your prospects.



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## GAN Benefits Overview

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**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).

**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 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 creating space in your work life to be with friends and family. The startup industry often asks people to sacrifice relationships for the sake of their career, and we don't want our team to feel they're ever facing a choice between work and healthy, balanced relationships. We strongly encourage getting eight hours of sleep every night, too.



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## Important Final Thoughts

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### **Location:**

Most of our team is based in Denver, CO, and you have the option of moving to Denver to join us in person, or, working remote and traveling to Denver for team events. We love our team culture and the tight-knit feel that office life enables, so if you plan to work remote, expect to travel to Denver once every 6 - 8 weeks.

### **Your Compensation:**

Total compensation for this role is between \$80,000 — \$120,000 based on experience. Total compensation will include a base salary plus monthly, success-based commissions and a semi-annual bonus incentive. We'll discuss this more with you early on as we begin the interview process.

### **Equal Opportunity Employment:**

GAN is an Equal Employment Opportunity employer. All qualified applicants/employees will receive consideration for employment without regard to that individual's age, race, color, religion or creed, national origin or ancestry, sex (including pregnancy), sexual orientation, gender, gender identity, physical or mental disability, veteran status, genetic information, ethnicity, citizenship, or any other characteristic protected by law. GAN is committed to being an Equal Employment Opportunity Employer and offers opportunities to all job seekers including any job seeker with a disability. If you need a reasonable accommodation to assist with your job search or application for employment, please contact us by sending an email to [nate@gan.co](mailto:nate@gan.co).