

## Chief Marketing Officer

### Description

Meet AppSumo AppSumo is the first place entrepreneurs start. We help small businesses become Sumo-sized by promoting great software at awesome prices. We've helped launch thousands of top B2B tools like Mailchimp, Evernote, Intercom, and Dropbox just to name a few. At AppSumo, we believe work doesn't have to suck. We love helping entrepreneurs build a lifestyle they're passionate about. And that includes you. The foundation of our culture is treating teammates like adults. We're intentionally not corporate (down with red tape!). Our voice, our culture, our brand is unique. We're a company of entrepreneurs for entrepreneurs. We don't think of our teammates as cogs in the system but individuals who bring a unique perspective to the culture, vision, and strategy of the business. We're on a mission to open the doors of entrepreneurship to everyone. You in? Why this is your dream job: As our Chief Marketing Officer, you'll be working closely with the rest of the leadership team and will play a significant role in shaping the company's strategic planning. You'll be tasked to develop a brand and performance strategy that will grow both sides of our business and position AppSumo as the leading software marketplace for entrepreneurs. This will be accomplished by building strong cross-functional relationships within the organization and having an analytic, data-driven approach to marketing spend. You will report directly to the CEO and will be managing 20+ full-time Marketing team members and 25+ Marketing contractors/agencies. Past experience: 2-4 years as a Chief Marketing Officer, or alternatively, long-tenured experience as a VP of Marketing with a proven track record of leadership and strategic impact 10+ years of demonstrated ability working in marketing with multi-channel knowledge and expertise (SEO, content, affiliates, email, paid media, etc.) Demonstrated ability to thrive in a hands-on, "in the weeds" environment, with a builder mindset and scrappy approach to problem-solving Experience working for an eCommerce company and bonus points if you've worked for a digital marketplace Strong leadership skills; proven experience scaling and developing a team of 20+ high-performing marketing professionals Been there, done that mentality you're a top-tier leader with playbooks for how to scale and develop processes for an organization during a strategic transition Bonus skills: Experience in marketplace/eCommerce/SaaS startups Major bonus points if you have experience marketing to an entrepreneurial customer base, demonstrating an understanding of the unique needs and challenges of this demographic The benefits: Health insurance through Blue Cross Blue Shield, plus vision, dental, life insurance, and mental health services for you and your loved ones. We genuinely care about your well-being. Happy Sumos are healthy Sumos. 401(k) matching – we offer a robust 401(k) plan and match contributions to help you prepare for retirement. Let's just say we're invested. 100% remote work model with our flexible remote work model, you can work from home, Spain, or your friend's house with the pool. Open vacation (PTO) policy (plan to make your Slack status a "ð" at least one week per quarter) Unique perks to take care of you: Freedom to have a side hustle (we don't treat that word like it's Voldemort) Free access to all the software and tools in the AppSumo marketplace An invite to our annual all-expenses-paid company trip (think Costa Rican Resort, not teambuilding at Generic Corporate Venue #84) Flexible hours that let you start late or take that midday power nap Free lunch once a week, all the gear you need and work that actually makes an impact Ready to join us? Individuals seeking employment at AppSumo are considered without regard to race, color, religion, national origin, age, sex, marital status, ancestry, physical or mental disability, veteran status, gender identity, or sexual orientation. You are being given the opportunity to provide the following information in order to help us comply with

### Hiring organization

AppSumo

### Job Location

Austin, Texas, United States

### Base Salary

\$ 47500 - \$ 77500

### Date posted

June 17, 2024

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federal and state Equal Employment Opportunity/Affirmative Action record keeping, reporting, and other legal requirements. Please mention the word **\*\*ENJOYS\*\*** and tag `RNTQuMTg3LjE2Mi4xNjl=` when applying to show you read the job post completely (`#RNTQuMTg3LjE2Mi4xNjl=`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

## **Contacts**

Job listing via RemoteOK.com