

# Holm Marcher & Co.

## International Commercial Director for UserTribe

UserTribe is looking for an ambitious and entrepreneurial International Commercial Director who will drive the development and implementation of UserTribe's international commercial strategy as well as managing the commercial team.

### About UserTribe

UserTribe is a global thought-leader and one of the fastest growing customer platforms in the world. Their vision is a world where companies create products, services and experiences which the world actually needs, and they strive to achieve this by bringing customer-centricity and lean startup methodology to the heart of decision-making at enterprises. By facilitating customers' interactions with their clients' ideas, concepts, prototypes and marketing materials, they enable their clients to involve customers at every stage of their workflows.

This results in faster development cycles, more usable products and services, and better aligned marketing campaigns. UserTribe facilitates rapid customer sessions which enable their clients to involve customers more iteratively throughout the project lifecycle.

UserTribe was founded in 2013 and has since matured into a highly successful growth company; they have grown their business by + 100 % year to year growth in the past year, and are now + 60 people in Denmark, with a growing office in London. Their clients include Danish and international C25 companies such as Mærsk, Barclays, and LEGO as well as globally operating consultancies like McKinsey, Deloitte, and QVARTZ.

Bootstrapped to this date, the company is currently fundraising for their Series A round in the first half of 2019 as a means to accelerate growth and internationalization.

In order to reach their ambitious goals, UserTribe is now looking for an internationally oriented Commercial Director who can take the business to the next level.

### The position

As the new International Commercial Director, you will become responsible for commercial development and market expansion on a global level. It will be your responsibility to develop and implement commercial strategies in line with UserTribe's ambitious long-term strategies and goals; to identify and create business plans on commercial opportunities (expansion, business development, etc.); develop new products with your client's needs and opportunities in mind and act to acquire new customers and manage new and existing client relationships.

You will moreover be working with a portfolio of some of UserTribe's largest accounts (consultancies and large enterprises alike), and it will be your responsibility to strengthen UserTribe's partnership branch by building and maintaining profitable partnerships with key stakeholders. Specifically, one of the success criteria for the role will be the realization of UserTribe's goal to be operating in 12-13 countries within the range of two or three years.

The new International Commercial Director will be managing a team of 8-10 experienced and ambitious employees, and the headcount in the department is expected to be tripled within three months. It is thus essential that you are an experienced and highly skilled leader, and that you have a huge drive and an entrepreneurial mindset.

### Your profile

The ideal candidate comes with several years of experience from similar roles, preferably with an international background within digital consulting, platform or solution sales, digital business development or the like. It is important that you understand UserTribe's product and the potentials and challenges associated with the market in which UserTribe operates. And while consumer centricity, agile and design thinking may be buzzwords to many, you are eager

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to help clients actually *do* it. Furthermore, you are no stranger to marketing and enjoy working closely with marketing teams.

Essentially, you are an experienced leader and eager to take a position as a front runner within this industry. It is important that you are sales- and performance driven in your work.

As a person, you are a curious, driven, and an entrepreneurial spirit who thrives in a dynamic environment. You are a natural leader who engages and inspires people around you, and you are extremely passionate in everything you do. You are interested in the global aspects of the role as Commercial Director and are open to the possibility of working abroad.

Most importantly, you are eager to join a passionate team and to enter into a leading position in which you get to realize UserTribe's ambitious growth goals.

### **Interested?**

If you want to know more about the position, do not hesitate to contact Lars Holm Marcher on +45 2487 5531 or email: [lh@holmmarcher.dk](mailto:lh@holmmarcher.dk).