

Senior Business Development Manager

Location: Singapore

CrescoData is an exciting market leader in the Commerce space. Headquartered in Singapore, it delivers Commerce-in-the-Cloud services to enterprise customers across the globe.

This is a unique opportunity to work in an agile market-leading company in a fast-growing sector and work with large global customers. At Cresco we work hard as an energetic tight-knit team, we hustle, pull together and have FUN!

CrescoData is embarking on the next stage of its journey as it has recently been acquired by the global shipping and mailing company Pitney Bowes. This strategic investment enhances the Company's product offerings for mid-high volume Ecommerce shippers. It also accelerates Pitney Bowes Enterprise Shipping and Locker go-to-market strategy for the Retail and Pharmacy verticals.

This is an exciting opportunity to play an integral role in the integration project and a key part of this strategy is to seamlessly integrate the CrescoData business into the Pitney Bowes family. Come and join us on our exciting journey.

Culture

Culture is something that is crucial to us at CrescoData. You'll be joining a friendly, inclusive team that values people, growth, development and fun! We regularly run weekly company initiatives like fitness bootcamps, team building days, monthly awards for going above and beyond and team events to reward hard work and a great attitude. Expect to join a unique market leading Singapore company with a global culture and mindset.

Why You Matter

The role involves working with a wide range of businesses across the APAC and EMEA region to promote and sell CrescoData services. Reporting directly to the **Managing Director**, this role suits a sales professional; looking to develop into an elite salesperson through training and mentorship delivered by your direct manager.

CrescoData is a growing SaaS business and hence this role involves working with a wide range of businesses across the APAC and EMEA region to promote and sell CrescoData services. We need a seasoned strategic and commercial technology leader to own revenue targets, execute on the GTM plan and help us scale. The ideal candidate has experience leading and growing teams and owning revenue targets. We need someone to come in and holistically own the customer journey and experience from the start of interaction with the CrescoData brand and marketing through the presales and on-boarding process through to churning and re-engagement. As a customer-centric business on a rapid growth curve we need someone who has experience in dealing with sophisticated global Enterprise customers and can help provide consistency across the business not only from a brand perspective and to ensure we are commercially and legally compliant in our customer processes and

comms.

What You'll Do

You will be responsible for all activities that generate or affect revenue. You will own the company's revenue targets.

Strategies: Owns and delivers the revenue strategy for the region. Creation of commercial strategies to drive Sales, Customer, Delivery and Support teams to work cohesively, optimizing each to maximize revenue and reward appropriately.

Customer Success: Manages the Customer Success Team to drive and grow existing customer uplift and usage revenues. Identifies and grow key high value customers, drives CSAT and maintains <2% churn. You will manage Customer Success teams to deliver to the annual business plan

- You will own the Customer experience across all touchpoints in the business from their initial interaction with CrescoData marketing campaigns, the website, pre-sales, onboarding and customer lifecycle management
 - You will own relationships with customer C-level contacts
 - You will Own and improve Customer facing processes
 - You will be fully across all Customer facing legal documentation including policies + contracts in order to inform and own customer questions
 - You will be the ultimate customer escalation point
 - Works with each department to streamline and improving the entire customer experience
- You will lead The Customer Success team to deliver to:
 - Uplift + Variable revenue targets
 - A Churn prevention targets and strategy
 - You will test and trial scalable Account Based marketing initiatives to delivery uplift eg eDM, Webinars etc

Marketing: Works closely with Marketing to ensure that marketing strategy matches sales requirements. Works closely with marketing to understand and build the MQL to SQL model.

New Business: You will work with the PB social selling team to generate leads

Partnerships: You will own and grow strategic regional Partnerships including but not limited to TikTok, Amazon, Shopee and other technical partners across all of SE Asia

Growth: You will identify, own, and deliver Growth strategies across the business including:

- Diverse ways to package and commercialise CrescoData products and services eg Paid Support Packages
- Review current pricing or payment terms etc
- DataBase: You will own and commercialise the Hubspot Customer and partner relationships
- Commercialise Existing customers - eg roll out our referral programme
- Re-engage with churned customers

Financial: works closely with the Managing Director and CFO to set revenue targets, optimize existing revenue models, create new revenue streams, and identify and evaluate key high value customers

Delivery and Support Efficiencies

- You will be responsible for ensuring customer and revenue generating projects are prioritized by Development, meet project deadlines, and meet or exceed customer expectations
- You will ensure that Support delivers to Customer SLA's + satisfaction
- You will be the business sign off point for any customer / delivery / support comms and decisions

Customer and pipeline database: Team Owns CRM tool, ensures data is clean, accessible + usable

Management Reporting: You will own and report on:

- New business revenue
- Customer Revenue
- CRR - revenue protection
- Uplift + variable
- Churn
- CSAT
- Sales: Owns + grows SQL's, Referrals. Builds an understands the SQL to conversion model.
- P&L ownership, budget + business planning + forecasting

Skills and Qualifications

We'd like you to have the following skills:

- Demonstrated sales leader and individual contributor with a proven track record of closing B2B enterprise contracts; building and growing sales teams and revenues in the SaaS enterprise space.
- 5+ years sales experience in the SaaS and/or Commerce space.
- Experience in global international markets including Southeast Asia, Australia and Mainland Asia
- Experience (preferred) in tier 1 commerce platform vendor (Shopify, Magento, Salesforce Commerce Cloud etc.)
- **Outgoing:** You will need to be outgoing and comfortable dealing with C-level interactions
- **Business Acumen:** Ability to measure activity effectiveness and constantly improve tactics to improve results.
- **Data driven** creates accountability by setting the right metrics and tying performance and compensation to tangible results
- **Results driven** commits to results and takes accountability for success
- **Communication:** proven ability to communicate strategy clearly to multiple teams and areas of expertise to ensure the right business goals are met

In addition, the following skills would be useful:

- Ability to coordinate and work cross-functionally internally with internal teams, including Marketing, Customer Success, Finance and Sales Operations
- Up to date on digital, social and application trends, especially in the ecommerce space
- Prior experience in a startup technology company a plus

The successful candidate will have these personal skills:

- Demonstrated ability to meet or exceed sales targets
- You will have a good track record as a business development leader in a tech, geo-data, SaaS or technology and software related company.
- You will have experience with data and API-based partnerships and integrations, data licensing and/or mobile integrations
- Understanding of mar-tech landscapes would be a plus.
- Ability to communicate, present and influence all levels of the organization, including C-Suites
- Excellent presentation and listening skills
- Must be analytical and metrics-driven through all stages of the sales cycle
- Outstanding verbal, written and in-person presentation skills
- Excellent commercial and legal negotiation skills

Tools

- G Suite
- Hubspot
- Salesforce
- Mailchimp
- Dotdigital
- Wordpress
- Microsoft Office
- Performance + content marketing

CrescoData offers

- A unique opportunity to work in a high growth business
- On the job training and personal development
- Mentorship and support from experienced, dedicated professionals to help guide your career
- A fun, stimulating work environment
- Flexible working

Please send your CV, a cover letter outlining your experience and why you are the best person for this role; to cresco-jobs@pb.com