

## **President and Chief Operating Officer (COO)**

**PAY:** \$180-200K Base; \$50K Bonus

**LOCATION:** Remote; however, candidates in Colorado near our headquarters are strongly preferred

### **ABOUT US**

PlanIT Geo, Inc. ([planitgeo.com](http://planitgeo.com)) is a leading Software as a Service (SaaS) and Consulting Services company specializing in innovative solutions for urban forestry mapping and management. We are a growth-minded, disruptive technology company based outside of Denver. We help government, non-profit, and private organizations worldwide improve their urban environment and community quality of life through our software and services.

PlanIT Geo's inventory management and canopy analysis applications and integrations enable hundreds of cities, non-profits, university campuses, and other owners of green assets to analyze tree inventories and manage related liabilities, operating budgets, planting and maintenance schedules, ordinance enforcement and compliance, greenification programs, generate sophisticated reports, reconcile and consolidate complex data, optimize their budgetary spending, and calculate return on investment.

PlanIT Geo's customers include states, municipalities, foreign and domestic non-profits, urban planning and urban forestry consultancies, corporate and college campuses, HOAs and Estates, power and telco utilities, and tree care companies. We have a team culture focused on passion, knowledge, help first, innovation, and resilience. Our customers love our collaborative approach to solving their problems and commitment to long term success.

At the core of PlanIT Geo's software is its highly integrated GIS-based inventory management and analysis tool specifically developed over many years to capture, identify, and analyze tree related data from numerous data sources and produce highly customizable reports and dashboards.

### **OUR MISSION**

Our mission is to empower cities, governments, and other organizations to drive economic and quality of life outcomes through efficient management of urban forests.

## **MISSION OF THE ROLE**

Upgrade and professionalize PlanIT Geo's operations across multiple functional areas, establish clear key performance indicators, and drive the team to meet and exceed company performance goals.

To achieve our Revenue & EBITDA growth targets by owning the strategy and execution for our customer success, consulting and professional services, talent management, and finance functions, and by working closely with our sales and marketing and technology leadership. Act as "Chief Integrator", the operational heartbeat of the company and counterpart to our visionary CEO.

## **ABOUT THE JOB**

President & COO will report to and work closely with CEO, Ian Hanou, in managing the most critical strategic initiatives, driving PlanIT Geo to the next chapter of growth and profitability. Serving as a member of the executive team, the COO will drive strategic special projects, such as leading our FP&A and budgeting processes, recommending pricing and packaging, and enabling new growth experiments, streamlining G&A and working capital processes, and managing our compensation plans. Your analysis will constructively challenge business activity - either to increase growth, improve efficiency, or otherwise increase shareholder value. You will also oversee and lead our fractional finance and accounting department.

This is a unique opportunity for an ambitious individual to accelerate their professional development and take a broad leadership role at a rapidly growing mission driven software company.

The President & COO will lead all operational, finance, and human resources functions for the company, guiding us through this period of dramatic growth in operations and revenues. You will own our EBITDA goals by designing and leading disciplined, rigorous metrics and processes.

You will work cross-functionally with a group of dedicated professionals to deliver innovative solutions to clients.

PlanIT Geo runs on the Entrepreneurial Operating System (EOS) with the CEO as Visionary and COO as the Integrator. You will unify, harmonize, and execute on strategies by acting as "Chief Integrator", the operational heartbeat of the company and counterpart to our visionary CEO.

## KEY CRITERIA / REQUIREMENTS

- 8+ years of experience in operations, product, talent management, or marketing at a SaaS or professional services organization
- Track record of consistently and demonstrably achieving individual and team goals at a departmental and company level
- Proven track record of hiring A-Players and scaling teams
- MBA degree from a Top 10 school highly preferred
- History of academic and professional achievement

## ABOUT YOU

- 8+ years of experience in operations, finance, marketing, management consulting
- SaaS experience preferred
- MBA degree from a Top 10 Program
- Track record of high academic and professional performance
- You are a strategic, data driven, and tactical problem solver who rolls up your sleeves in a hands-on manner to move the business forward.
- You thrive in an SMB environment that calls for an ownership mentality and an entrepreneurial spirit and flexibility.
- You excel and thrive in a fast-paced changing environment as we continue to grow.
- You have strong leadership, planning, and management skills.
- You are decisive, organized, goal-oriented, and always willing to learn and evolve.
- You are adept at resolving conflicts and an expert at coaching and mentoring.
- You demonstrate competency at leading, managing, and holding people accountable in an organization.
- You remove obstacles that may interfere with people executing.
- You are obsessed with organizational clarity and great at making sure people are communicating within the organization. You are fanatical about resolution and forcing conclusions.
- You are great at managing big organizational or 'special' projects with consistent follow-through. You ensure priorities for the organization are aligned and keep everyone laser-focused and driving results.
- You create organizational focus and accountability to have all teams rowing in the same direction and living/breathing our Core Values.
- You lead, scale, and execute while also keeping other employees on track and often acting as a coach and mentor. You thrive on ensuring efficient communication and

issue solving within the organization to drive results.

- You are familiar with SaaS KPIs and have experience implementing dashboards that drive business decisions and forecasting.
- You have a high degree of financial literacy and comfort with all of the critical components of accounting, finance, and legal.
- You continuously develop new ways of solving problems and making sure those new solutions are executed and communicated throughout the organization.

## **PRIMARY RESPONSIBILITIES OF THE POSITION**

- Own PlanIT Geo's financial, SaaS, and Talent Management KPIs and implement CEO-approved strategies and plans to continually evaluate & drive performance
- Run lean and efficiently for all day-to-day operations of the organization
- Oversee, build out, and lead Finance, Administration, and Human Resources with emphasis on caring for people, our products, and our P&L
- Manage, direct, and report on high-level Sales, Customer Success, and Marketing activities
- Coordinate with the CTO on Software Development team operations (R&D, Professional Services, Data Products); optimize systems to achieve technical goals
- Convene, guide, and provide resources to profitably grow our Consulting Services teams to further integration and synergies with software opportunities
- Ensure that everyone on the leadership team is signing up for the right Rocks, that they are truly S.M.A.R.T., and the most important use of each person's time for incrementally achieving 1-year and 3-year goals
- Own the evolution and accountability of our Weekly Scorecard, measurables (KPIs), and their status. Use IDS - Identify, Discuss, and Solve - to have the Scorecard and leadership team's Rocks "on track"
- Ownership of our outsourced finance function, working closely with fractional CFO on budgeting, forecasting, compensation, board reporting, & cash/covenant management
- Talent development plan and compensation plan in collaboration with our fractional CFO for presenting to the CEO
- Participate in annual performance reviews of the leadership team (CTO, VP of Sales, VP of Marketing, and Consulting Services directors)
- Review, amend, seek council, and approve contracts with government and other customers

## COMPENSATION

Base salary \$180-190,000. Company 401(k) with employer match, comprehensive health, dental, and vision insurance, HSA, and unlimited paid time off offered. Laptop and cell phone plan provided by PlanIT Geo as well as other reimbursable expenses. We offer flexible work hours, a supportive and inclusive work culture, and the opportunity to make a positive impact on the environment and urban communities.

You will be eligible to earn a performance based bonus that will be determined primarily by the company achieving its Revenue and EBITDA targets, as well as your individual performance and goal attainment. Your performance bonus plan will be determined annually by the CEO.

In addition to cash compensation, you will be awarded equity incentives in the form of profits interest in PlanIT Geo's parent entity, Waverock Software Holdings LLC. (<https://www.waverocksoftware.com/>). Your equity incentive will vest over a 5-year period with a 1-year cliff. The size of the equity award will vary based on your experience and qualifications.

## APPLYING

If your skills and experience align with our mission, culture, and the requirements of this position, we encourage you to apply by emailing a cover letter and 2-page resume to [hr@cybhumanresources.com](mailto:hr@cybhumanresources.com).

## EQUAL OPPORTUNITY STATEMENT

PlanIT Geo is an equal opportunity employer committed to inclusion and diversity. We take action to ensure equal opportunity for all applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, Veteran status, or other legally protected characteristics. At present we are only considering candidates resident in and legally authorized to work in the USA. Read our full policy [here](#). Learn more about your EEO rights as an applicant [here](#).