

VP, Global Sales and Partners

This is a high-impact executive leadership role responsible for driving revenue growth across software (ARR) and services. You will lead, coach, and scale a world-class sales team while serving as a visible thought leader and global ambassador for PlanIT Geo. The ideal candidate combines rigorous sales management with the charisma and industry credibility to elevate our brand on the global stage.

PAY: \$160,000-180,000 OTE, equity, 5% 401(k) match, health insurance, unlimited PTO

LOCATION: Fully remote, many of us are based in the Denver area (with some global travel required, est. 20-25%)

DIRECT REPORTS: AEs, SDR(s), RFP/Project Coordinator

ABOUT US

PlanIT Geo is a leading geospatial technology company serving municipalities, private tree care, and organizations worldwide with innovative urban forestry and environmental management solutions. Our software, professional services, and mobile LiDAR capabilities empower communities around the globe to better manage their natural assets - spanning over 20 countries. We are a mission-driven, growth-stage company seeking an exceptional sales leader to drive our next phase of global expansion.

PRIMARY RESPONSIBILITIES

Sales Leadership & Revenue

- Lead, mentor, and hold accountable all AEs, SDRs, and the RFP/Project Coordinator through weekly 1:1 coaching, scorecard reviews, pipeline reviews, and team stand-ups.
- Deliver weekly training and call reviews to elevate salescraft, discovery quality, and closing effectiveness.
- Own the full new-sales revenue number across software and services
- Directly lead strategic and enterprise-level pursuits, including large services contracts and high-value software deals as appropriate.
- Ensure best-practice rigor on all inbound leads (rapid response, persistent follow-up, thorough discovery) and open deals (disciplined next steps, regular deal audits).
- Own new-logo pricing, packaging, and proposal strategy; ensure RFPs are scoped, priced, and written with quality.

Pipeline & Outbound Engine

- Own and optimize the outbound engine across the full team: calls, emails, LinkedIn, and ABM activity at optimal volume and quality (compelling copy, accurate databases, AI-driven personalization).
- Build and maintain a healthy pipeline with predictability and visibility into future revenue.

Global Sales & Partners

- Recruit, onboard, and manage global reseller partnerships; develop go-to-market strategies tailored to international markets.
- Hold regular check-ins with key partners to maximize global growth; serve as liaison between partners and internal teams (Product, CS, Marketing).
- Monitor global market trends and competitive intelligence to inform positioning and strategy.

Thought Leadership & Brand Ambassadorship

- Deliver 10+ public speaking engagements per year (conferences, webinars, panels, partner events, customer summits).
- Cultivate strategic partnerships with technology providers, industry associations, and academic institutions.
- Maintain an active LinkedIn presence; collaborate with Marketing on content, case studies, and video.

Operations & Cross-Functional Leadership

- Ensure CRM hygiene, accurate forecasting, and clear reporting to leadership and the board.
- Implement and refine sales processes, playbooks, and KPIs for consistency and scalability.
- Contribute strategic input at executive and board meetings; own action items without need for follow-up.
- Leverage AI on a regular basis and implement AI systems to improve company performance across the above key responsibilities (with support as needed)
- Partner with Marketing, Product, Customer Success, and Operations to align customer needs with company capabilities.

QUALIFICATIONS

- 8+ years of B2B sales experience with 3–5+ years in senior sales leadership (Director/VP), OR 8+ years of senior leadership in related industries.
- Track record building high-performing sales teams in SaaS, geospatial, or technology services—OR building/growing an organization in related industries.
- Proven history of meeting or exceeding targets
- Strong executive presence and public speaking ability; comfort on stage and in media

settings.

- Expertise in modern sales tools and CRM platforms (HubSpot, Salesforce); skilled in pipeline management, forecasting, and analytics.
- Enthusiastic willingness to travel domestically and internationally (est. 20–30%).

Preferred: Experience in urban forestry, GIS, environmental services, asset management, or local government. Familiarity with LiDAR/remote sensing. Government RFP/RFQ experience.

KEY PERFORMANCE INDICATORS

- Quarterly/annual ARR and services revenue vs. target
- Pipeline coverage, deal velocity, and conversion rates
- Win rate on competitive deals and RFPs
- Global reseller recruitment, activation, and revenue contribution
- Speaking engagements completed (target: 10+/year)
- CRM data quality, forecasting accuracy, and team development

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](#).

CONTACT

stephenbay@planitgeo.com (President & COO)