

**VP, Growth & Success (Marketing + Customer Success)**

This is a dynamic, hybrid Go-To-Market (GTM) leadership role that bridges Marketing, Customer Success, and Growth Strategy. You will own a large part of the customer journey: from inbound demand generation and SDR management to onboarding, retention, and expansion. You'll work closely with our Sales Director to ensure GTM alignment and deliver consistent revenue growth.

**PAY:** \$200-250K OTE + equity + benefits (unlimited PTO, 401(k) contribution, etc.)

**LOCATION:** Fully remote (many of us are based in the Denver, CO area)

**TEAM SIZE:** 7

**ABOUT US**

PlanIT Geo, Inc. ([planitgeo.com](https://planitgeo.com)) is a leading SaaS (Software as a Service) and Consulting Services company specializing in innovative solutions for urban forestry mapping and management. Our mission is to map a greener future by empowering communities, businesses, and governments with tools and insights to improve their urban forestry practices.

**ABOUT THE JOB**

You'll be the cross-functional leader responsible for designing, executing, and optimizing our go-to-market engine — spanning Sales, Customer Success, and Marketing. You'll work closely with the President and join the Executive Leadership Team to set and deliver on revenue goals, craft the GTM strategy, and lead a team of 7 across the full customer lifecycle in a high-impact, low-ego environment.

This role is critical: you'll be the glue that connects Marketing, SDRs, and Customer Success into a seamless engine that drives sustainable growth. From creating demand to ensuring customers not only land but thrive, your work will be both strategic and operational. You'll have direct ownership of key levers like content-led inbound marketing, customer onboarding, retention, and expansion. You'll also collaborate closely with the Sales Director to align the full GTM motion.

We're seeking someone who is both a builder and an operator—someone who is inclined to roll up their sleeves but also knows how to craft strategy, measure impact, and iterate for continuous improvement.

## WHO WE'RE LOOKING FOR

We're seeking someone who combines analytical rigor, go-to-market intuition, and executional bias along with a passion for the outdoors/sustainability. You likely fit one or more of the following profiles:

- Current VP, Director, or Chief of Staff in B2B SaaS with experience across Sales, Marketing, and/or Customer Success
- Aspiring CRO seeking broader strategic and operational scope
- Ex-Management Consultant from a top-tier firm (e.g., McKinsey, Bain, BCG, Deloitte S&O, Parthenon), ideally with early-stage or B2B SaaS operating experience
- Private Equity or Private Equity Ops professionals, ideally from lower middle-market firms who are now looking to lead from within

## PRIMARY RESPONSIBILITIES OF THE POSITION:

- **Marketing & Demand Generation:** Develop and execute inbound and content-led strategies to drive qualified leads.
- **SDR Management:** Lead the SDR team to ensure effective pipeline creation and hand-off to Sales.
- **Customer Success:** Oversee customer onboarding, retention, and expansion efforts to drive Net Revenue Retention (NRR).
- **Growth Strategy:** Partner with Sales, Product, and the Executive Team to refine and optimize the full GTM motion.
- **Analytics & Reporting:** Implement data-driven strategies to measure performance, inform decisions, and drive continuous improvement.

## 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](mailto:stephenbay@planitgeo.com) (President & COO)