



Job description

VP Sales & Marketing

ORamaVR's mission is to accelerate worlds transition to medical VR training.

As VP Sales & Marketing, you will be responsible for building and leading a talented team of marketing, sales managers to meet ORamaVR's customer acquisition and revenue growth objectives. The ideal candidate also knows the markets of Virtual/Augmented/Mixed reality and/or the market of training and education of healthcare professionals.

ORamaVR is a SaaS company that is empowering everyone around the globe to respond to their medical training, teaching, reskilling, and upskilling demands with high quality immersive medical Virtual Reality simulators.

Reporting to and supported by the COO, you will refine, implement, and drive an efficient and repeatable inbound and outbound sales process covering the marketing, sales and customer success teams, generating happy clients and grow the annual recurring revenue (ARR) as well as customer Lifetime value (LTV). Furthermore, you will refine and improve current sales objectives and the go-to-market strategies by leveraging metrics and analysing trends in the business. Together with your team and partners, you will develop and implement a cohesive marketing plan to increase brand and product awareness.

In this role, you'll get to:

- Define and implement the sales and marketing strategy
- Grow, lead and motivate a remarkable sales and marketing team to achieve and exceed their goals
- Attract and develop top talent that you will train in tandem with the product team
- Refine, implement and drive an efficient and repeatable inbound and outbound sales process covering the marketing, sales and customer success teams
- Develop and implement a cohesive marketing plan to increase brand, product awareness as well as support the inbound marketing process
- Grow the annual recurring revenue (ARR) as well as customer Lifetime value (LTV).
- Deliver significant value to the clients to ensure continuous satisfaction and contract renewals
- Outline and manage sales and marketing budgets
- Report on the sales and marketing activities and forecasts
- Monitor the market and competitor products and activities
- Review customer activity, anticipate consumer needs and improve customer satisfaction
- Refine the acquisition playbook for lead generation, pipeline management, closing and forecasting to drive best-in-class conversion against demand
- Refine and rollout our Go-To-Market strategy by combining your experienced perspective with our data led decision making approach

Requirements and skills:

- Excellent leadership, communication, interpersonal and customer service skills
- Successfully have led sales and marketing teams in a fast-paced SaaS or technology-based environment with a track record of exceeding goals
- Experience in designing and running outbound and inbound marketing and sales process
- Experience in hiring, developing, and mentoring successful teams
- Experience in creating an inclusive team environment that fosters a sense of empowerment
- Have an international and multi-cultural mindset
- Have a Master degree in a business related field
- Have professional fluency in English and at least another language

Location: Geneva or Paris and remote

To join the ORamaVR team, please send your application to jobs@oramavr.com