



## **VICE PRESIDENT, SALES – North America**

(title and salary to commensurate with level of experience)

We are looking for a Vice President, Sales - North America, to lead our sales organization development. Specifically, as it relates to the development of our S-Factor™ and MSPI™ product development and any future products added to our suite of offerings.

### **ABOUT THE FIRM**

We provide investors with data analytics for social impact to better inform their decisions.

#### **We put the S in ESG™.**

The S Factor Co.™ is the creator of a proprietary algorithm and index that measures the social impact of corporations against public sentiment and financial performance. It has been providing a comprehensive measure of the impact of companies, including their supply chains, employees and communities, for over two decades under the MacCormick Inc. umbrella.

In the ESG marketplace, The MacCormick Social Performance Index (MSPI™), developed in 2010, is the gold standard for detailed corporate social impact assessment. The MSPI™ has wide applicability as a risk screening tool, highlighting best in class securities across industries for social impact and returns, as well as being able to detect early market signals for probabilities of disruption.

The firm has evolved since its inception in 2009, into a data and analytics company leveraging its social impact expertise and products to better serve the global market.

We provide social impact information, company ratings and rankings on their social impacts and an index product which measures these impacts in relation to their financial performance. As subject experts and veterans in social impact across the world – we help the SRI/ESG, Alternative Data Market, Asset Managers, and Investors make more informed and impactful investment decisions by giving them access to near real-time data on companies' social impacts.

### **POSITION DESCRIPTION**

This is a Canadian-based position which will report into our Toronto, Canada head office, located at 401 Bay Street, Suite 2702. The role will have virtual options, with the potential for the establishment of a New York, USA office. This role will require both national and international travel on an as-needed basis.

The Vice President, Sales will report directly to the Chief Executive Officer of MacCormick Inc.(parent), Board members, Board Advisors and Shareholders therein. The Vice President, Sales will oversee the development of our internal growth-oriented sales organization, client introductions, development and management of relationships. Ultimately, as the firm continues to grow, this position will be responsible for the hiring and training of new sales staff and also regional performance.

As the primary contact person for our North American based clients, the position will play a key role in contributing to the firm's development of tools and products, internal systems and processes, based on

customer feedback. This position will also work closely with their counterpart in sales support, our Vice President, Product and our technical development team, providing client feedback for product enhancements and efficient facilitation with client queries or case management issues.

It is imperative to the success of the firm that the Vice President, Sales be reliable, consistent, thorough and knowledgeable about our industry, our business model, and the intricacies of each product, project and tool in operation.

Quarterly and annual performance targets will be established in order to help guide the successful fulfilment for the mandate of this position.

## **KEY RESPONSIBILITIES**

### **Sales**

- Add and train, key sales and case management personnel as required to meet growth demands of firm (as is feasible)
- Conduct regular market research to enhance our products and competitive positioning
- CRM management
- Define sales targets and regions
- Deliver training seminar(s) explaining the MSPI and how to use it (institutions, investors, governments, employees)
- Design the sales organization and comp structure
- Lead generation and follow up
- Participate in conferences, corporate events and client training as needed
- Provide relevant and timely client feedback and review for quality control and help streamline internal processes
- Review Sales documentation (trial, subscription and any special projects) for terms and IP retention
- Work closely with the Product Development and Case Management teams as your internal support group for client management
- Update market entry strategy and targets – annual management reporting

### **Operations**

- Contribute to the company's annual business plan updates for Sales targets and growth strategies
- Participate in client trials and beta-test modules
- Participate in troubleshooting the S-Factor™ and MSPI™ data products and its tools and solutions
- Quarterly review and year-end reporting

Assumptions have been made to determine the ideal time allocation for this position.

Adjustments can be made in order to reflect true depiction of time as the role develops and through regular dialogue and position review.

The following estimates are an allocation of time spent in a typical 40-hour workweek.

- 30% Client Lead Gen, Development and Relationship Management
- 30% Sales Organization Development (CRM, Team, Processes)
- 20% General Administration (proposals, reports, documentation, systems)
- 10% Management / Team meetings, strategy planning, events and conferences
- 5% Product Development (enhancements, and client feedback, working with product team)
- 5% Vendor and Client contract negotiation and review

The firm has developed several new technology-enhanced systems for employees. These will include customer relationship management (CRM) software, case management software, project management tools, reporting tools, a cloud-based data storage facility and administrative systems. Our goal is to develop a paperless, user-friendly and efficient operating environment.

As a result of MacCormick's tenure in the industry, we provide an extensive global network of client's partnerships and associations for professional development.

The firm will provide the opportunity for global travel and participation in relevant industry conferences, training seminars and events.

## **SKILLS & REQUIREMENTS**

The ideal Vice President, Sales is a self-motivated individual who has the capability to work in a fast-paced, entrepreneurial environment and who has the desire to provide a high-quality professional service to the firm and its clients.

### **Education**

- Business Graduate, MBA, or equivalent of 10 years' experience with a proven track record of success – both in sales growth and career trajectory
- Undergraduate degree, Masters preferred, with strong academic achievement in Business, Data Analytics, Marketing or similar

### **Industry Experience**

- Bilingualism or Multilingualism is considered an asset
- Global Network is considered an asset
- Knowledge of Environmental, Social, Governance (ESG), Sustainability or Risk and Impact Investing products and their market considered a strong asset
- Preference will be given to those from the Institutional Data, ESG or Impact Investing industries
- Priority will be given to those who can demonstrate a substantial network in Institutional Client development – Data, Financial Products, or Fintech Solutions

### **Technical Skills**

- Must be technically savvy and current - (Excel, PowerPoint, Keynote, Word, project management software, CRM and database management)
- Must have knowledge of the data market - tools, challenges, solutions, technology
- Presentation and Training skills

### **Personal Attributes**

- Demonstrates acts of commitment, loyalty, discretion
- Demonstrates attributes of efficiency, accuracy and detail orientation
- High-level of communication skill, written and oral
- Highly organized with excellent time management skills
- Must demonstrate leadership capability – team development
- Problem-solving skills, and the ability to cope under pressure
- Reliable and timely
- Team oriented

### **SUCCESS**

We have described below what The S Factor Co. thinks success looks like in this position at the end of year one. The following achievements are described as:

- Active leads and/or targets and developing and closing segments of CRM identified
- Regularly assist Marketing teams in the development of current materials
- Case management personnel hired, trained and managed (to scale, as is feasible through growth)
- Client ownership rules established and assigned
- Compensation structures developed for cash/base scenarios
- CRM boasting 20,000 – 200,000 client targets
- Provide Product team feedback on the design of the case management process
- Quarterly and annual reporting on the market, targets, feedback and internal growth KPIs
- Revenue Generation to meet established targets
- Sales processes developed, documented, and executed
- Sales team developed (to scale, as is feasible through growth)

**PLEASE EMAIL YOUR RESUME AND COVER LETTER TO:**  
**[careers@thesfactor.co](mailto:careers@thesfactor.co) with the subject line: VP, Sales – NA**