



Senior Vice President of Sales

New Meridian Corporation, located in Austin, TX seeks outstanding candidates to fill a position as Senior Vice President of Sales. The SVP Sales reports to the CEO and is a key member of the Executive Team.

Who we are:

New Meridian is an assessment design and development partner that helps states prepare today's students for the challenges of tomorrow. We do that by providing technical expertise and the highest quality, research-validated test content that is uniquely focused on critical thinking, reasoning, and communication skills — the capabilities students will need to thrive in the future.

New Meridian is a 501(c)(3) nonprofit organization located in Austin, Texas. While only three years old, we have multiyear contracts with numerous states and agencies. With our clients, we are pioneering a new way for states to co-develop and share high-quality assessment content that results in states developing higher-quality testing programs more cost effectively.

We are financed primarily through program and licensing revenues, with additional targeted support from philanthropic organizations committed to deeper learning and high-quality assessments.

Our ideal candidate:

We are looking for a strong executive sales leader experienced in managing complex sales of product-service solutions involving multiple decision makers at the state level. This candidate knows the power of consistently executing a sound strategic selling methodology to uncover high-potential prospects, identify key buying influencers, and managing an action plan to achieve high close rates.

Because of the high-stakes nature of state assessment, this candidate will have a strong understanding of Federal and state policies on assessment and accountability and sufficient understanding of operational assessment to establish credibility with Chief state school officers and state assessment directors.

The candidate will be comfortable as a “player coach,” both actively supporting specific sales opportunities and developing, coaching, and leading a small sales team to develop best practices and optimize their selling activity.

The candidate has a successful track record cooperating closely with Marketing to coordinate sales and marketing strategy, lead generation, sales content development and management, and sales enablement and training.

Our ideal candidate has the following traits:

- Commitment to equity and a belief that improved educational opportunities is a powerful lever for individual and social change.
- A track record of successfully selling complex product-service solutions to state agencies.
- Demonstrated success developing and managing a sales team to hit and exceed quotas.
- Disciplined commitment to work collaboratively and share and solicit information with leadership and across the organization.
- Excellent emotional intelligence and interpersonal skills demonstrated by an ability to identify customers' and partners' values, needs, goals, and readiness for consultative engagement.
- Strong analytical skills to research and segment the market, inform sales strategy, evaluate customer opportunities, and analyze sales performance.
- Creative problem-solving skills demonstrated by an ability to discern real needs, evaluate constraints, and architect compelling solutions.
- A growth mindset and desire to learn demonstrated by an ongoing commitment to research and deepen industry and customer knowledge.
- A strong work ethic and a bias toward action and achieving results.

Expected Duties and Responsibilities

Executive leadership

- Participate as a key member of the Executive Team, helping lead the organization to achieve its mission, develop sound strategies, execute on its plans, achieve its goals, develop a strong organizational culture with engaged high-performing employees, and positively impact its clients and their students and families. Report regularly on activity and results to executive team and Board.

Sales strategy

- Work with team using strong sales analytics to develop national sales plan based on the addressable market, a clear profile of New Meridian's ideal customer and our value propositions, research into procurement cycles, understanding of the competitive landscape, and research into prospect customers' needs and goals. Set sales goals and quotas to inform annual planning and budgeting.

- Work closely with the Vice President of Marketing to coordinate marketing strategy with sales strategy. Inform organizational and product-specific branding, messaging, and positioning based on understanding of the customer.

Sales leadership, management, and enablement

- Lead, develop, and coach a small sales team to develop best practices in strategic selling, evaluate and work opportunities, and optimize their selling activity. Team to include sales, government relations, partner management, and proposal development.
- Identify key leading and lagging indicators to manage team to high performance.
- Partner with Marketing to coordinate sales content and enablement strategy to ensure sales team has needed resources and effectively communicates messaging and positioning in sales contexts and proposals.
- Manage departmental budget. Develop compensation plan.

Channel management

- In addition to effectively reaching state customers, sales must also cultivate strong relationships with major test administration vendors, as New Meridian's solutions will be administered by those partners. Build relationships with senior executives at these partners to develop strategic alignment, pricing and contractual terms, and technical interoperability standards.

Requirements and Experience:

- A bachelor's degree is required; certification in strategic sales methodologies a plus.
- 7+ years' experience managing complex sales of product-service solutions at the state level. Within that, minimum 4 years' experience selling K-12 assessment solutions. Other relevant experience with K-12 educational resources (e.g., textbooks, instructional resources, educational technology solutions, professional services) a plus. Also minimum 2 years' experience in sales management.
- Excellent written and verbal communication skills.
- Preferred location for this position is Austin, TX, but not a requirement.