



## Director of Sales and Marketing

Luma Brighter Learning Value Statement: **Learning. Done. Better.**

Luma is the leading learning company in the transportation & logistic industries. Luma's comprehensive eNugget® Connected Learning Platform has shown measurable results in helping organizations and fleets improve safety, communication, and compliance.

### Luma's Core Values / Operating Principles

- **CUSTOMER COMMITMENT:** We build relationships that make a positive difference in our clients' and our lives.
- **INTEGRITY:** We deliver on our promises.
- **QUALITY:** What we do, we do well.
- **PASSION:** Committed in heart and mind.
- **TEAMWORK:** We can all do small things, but together we can do something wonderful.

### Key Responsibilities

The Director of Sales and Marketing defines and executes the sales and marketing strategy and vision for Luma's sales and marketing teams. This role drives inbound engagement, creates revenue generation, leads sales operations, and fosters a high-performance sales and marketing culture through strategic leadership, process development, and cross-functional collaboration. We see marketing and sales closely aligned and need a leader to provide leadership and direction a small (1-4) marketing/sales team.

#### 1. Ideal Personal/Professional Performance - Behavioral Characteristics

The person selected to fill this position will possess the following key personal characteristics

- a. Decisive
- b. Detail & Process-Oriented
- c. Moderate Extraversion
- d. Driven by Results
- e. Effective Management of Multiple Tasks
- f. Innovative Mindset
- g. Collaborative Leader
- h. Commercial Acumen
- i. Coaching Mentality
- j. Resilient
- k. Customer-Centric
- l. Truthful & Honest
- m. Adaptable

#### 2. Identify the "Knowledge, Skills and Abilities required to effectively Perform" in this position (KSAP's).

- a. **Proficiency in Sales and Marketing Strategy & Execution:** Demonstrated ability to



define, implement, and iterate on a scalable B2B sales and marketing strategies aligned with business objectives.

- b. **Proficiency of Supply Chain / Transportation Industry:** Demonstrated experience of selling solutions in the supply chain and/or transportation industry.
- c. **CRM & Sales Operations Fluency:** Strong command of CRM systems, including pipeline structure, forecasting, reporting dashboards, and sales enablement workflows.
- d. **Marketing Channels for ROI:** Provide strategic leadership and executional guidance across all digital engagement channels to increase visibility, engagement, and growth for the organization. This includes:
  - **Social Media Strategy and Direction:** Lead the overall direction of social media, including the development of a cohesive strategy across platforms, defining performance goals, and providing oversight on content style, tone, and engagement best practices.
  - **Conference Strategy and Attention:** Develop and lead strategies around conference attendance to maximize brand visibility and audience engagement. This includes selecting target events, working with the marketing and sales team to coordinate conference materials (booth assets, presentations, takeaways), coordinating logistics, and aligning conference presence with marketing and sales goals.
  - **Marketing Opportunities & KPI Alignment:** Be involved in the CEO thought leadership focused efforts and identify and evaluate additional marketing opportunities (e.g., co-branding, partnerships, advertising) to support organizational KPIs. Track and report on campaign performance and engagement metrics to inform future initiatives.
- e. **Market & Buyer Understanding:** Deep understanding of buyer personas, customer journeys, and sales cycles within SaaS and/or the transportation industry.
- f. **Team Leadership & Coaching:** Proven track record of developing SDRs and AEs into top performers through structured coaching and performance frameworks..
- g. **Strategic Planning & Goal Setting:** Experience leading planning processes, setting KPIs/OKRs, and aligning daily execution with long-term revenue goals defined with executive leadership.
- h. **Communication & Stakeholder Influence:** Excellent verbal and written communication skills, with the ability to engage stakeholders from frontline staff to C-suite.
- i. **Cross-Functional Collaboration:** Skilled at working across teams (marketing, product, client success) to ensure alignment and support go-to-market efforts.
- j. **Standards & Process Ownership:** Demonstrated discipline in maintaining data integrity, consistent documentation, and scalable sales processes.
- k. **Analytical Thinking & Insight Generation:** Ability to interpret sales data, identify trends, and translate insights into actionable strategy.
- l. **Ethical Sales Approach:** Committed to transparency, trust-building, and long-term value creation in every sales interaction.



3. Identify the Key Performance Outcomes/Results an experienced individual (i.e. someone who has successfully served in this position for six months, or longer), will be held accountable for achieving.
  - a. Create and execute strategy to meet/exceed pipeline generation and revenue targets set for the team
  - b. Ensure all sales data is consistently documented, accurate, and timely to support executive-level decision making.
  - c. Hire, develop, and retain a high-performing sales team focused on driving new business and expanding existing accounts.
  - d. Develop and implement integrated marketing campaigns, including digital, social, content, and conference strategies, that drive brand awareness, increase qualified leads, and directly contribute to meeting pipeline generation and revenue targets.
  - e. Coach and develop sales team, setting clear KPIs, to increase win rates and deal velocity
  - f. Provide strategic guidance related to key opportunities, prospecting, and complete sales cycles
  - g. Collaborate cross-functionally to optimize go-to-market alignment with IT, marketing, customer success, and C-level executives
  - h. Plan and coordinate trade show booth space, logistics, and follow-up
  - i. Own sales data hygiene standards through coaching, process design, and CRM enforcement
  - j. Regularly analyze and report on pipeline trends, conversion rates, and loss reasons to adjust sales strategy.
  - k. Ensure all pricing and proposals align with revenue goals, margin expectations, and strategic priorities. Own pricing and proposal review and approval process.
  - l. Own continuous improvement of sales processes, playbooks, and qualification methods
  - m. Identify and remove bottlenecks in the sales cycle to shorten time-to-close
  - n. Ability and willingness to travel is a critical expectation for this position.

#### **Collaboration**

- This role will report to the Head of Client Engagement.
- This role will seek marketing and sales input from the CEO.
- This role will oversee the sales and marketing teams.

**Job Type:** This is a full-time remote employment position in AZ, TX, WI, OH, SC, AL, MT, CO, NC only. This is a full time 40-hour a week position.

**Benefits:** Paid Time Off: As a full-time employee you are eligible to participate in the company's unlimited Paid Time Off (PTO) policy in accordance with policy provisions. The time off policy will be provided in your on-boarding packet.

**Holiday Pay:** You are eligible for 7.5 paid company designated holidays including your birthday.



**Education Credit:** You will be provided a \$1500 education credit per year that should be used towards educational programs that support you in being successful at your position. Money is not carried over and is not credited at termination.

**Health Insurance:** As a full-time employee you are eligible to participate in the Company's health insurance plans. Luma pays for 75% of employee only medical premium costs. Employees are responsible for 100% dental and vision premiums. Additionally, the company offers an optional \$10,000.00 life insurance policy. Life insurance premiums are split 50% / 50% between employee and the Company.

**Retirement Account:** You are eligible to participate in the 401k program.

**Physical Demands and Work Environment:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

#### Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

#### Industry

- E-learning

**Employment Type** Full-time