



Head of Business Development & Partnerships

Who are you?

- Are you an assertive leader who thrives on the challenge of driving growth and building high-performing sales teams?
- Can you balance the pursuit of personal sales goals while inspiring and coaching others to excel?
- Can you connect easily with others and listen to truly understand their needs?
- Are you organized in such a way that details matter to you, yet flexible enough to fill in the gaps along the way?
- Do you have a knack for spotting new opportunities and turning them into successful partnerships?
- Are you energized by networking and connecting with others, building relationships that drive results?
- Do you have an inherent drive - do you act and not wait to be told all the details? Can you take an outcome and figure out the rest?
- Are you tech-savvy, using tools like CRMs (HubSpot preferred) to organize, track, and manage your sales pipeline effectively?
- Do you thrive in entrepreneurial, fast-paced environments, and know how to adapt and pivot when necessary?
- Do you have at least 5 years of successful sales leadership experience, preferably in B2B service sales, with a proven track record of driving revenue growth? Bonus points if you've built or scaled sales teams before.

What will you do as Petra's Head of Business Development & Partnerships?

- **Lead and Develop a High-Performing Sales Team:** Mentor and manage Petra's Directors of Partnerships (DOPs), helping them set and achieve performance goals while creating a culture of accountability and collaboration.
- **Drive Strategic Sales Initiatives:** Collaborate with leadership to design and implement sales strategies that support Petra's ambitious growth objectives.
- **Be a Player-Coach:** While leading the sales team, you'll also be directly responsible for generating at least two new members per month through your own outreach and relationship-building efforts.
- **Forge New Partnerships:** Attend key industry events, proactively engage with potential partners, and strengthen Petra's presence in the market.
- **Expand Petra's Network:** Build relationships with referral partners, industry leaders, and centers of influence to generate high-quality leads.

- **Travel Strategically:** Represent Petra at conferences, client meetings, and team events (travel ~25% of the time).
- **Foster a Winning Culture:** Reflect Petra's core values, ensuring the sales team operates with purpose, alignment, and accountability while having fun along the way!

The Company:

We exist to Reveal the Unrealized Potential both in others and in ourselves. We are a mind shift organization.

Petra Coach partners with small to medium businesses to build a culture of accountability and purpose. Working closely with CEOs and their leadership teams, we help set a vision and create actionable plans to bring it to life. Our team of experienced entrepreneurs and accountability coaches use a unique two-coach approach, and as the preferred Scaling Up implementer, we've facilitated over 5,000 planning sessions.

What we do:

1. Define clear and measurable plans for teams across North America and West Europe
2. Implement systems to ensure those plans get done
3. Build cultures of purpose, alignment, and accountability - and have fun doing it!

Our BHAG

+10mhb. To have a positive impact on 10 million human beings.

How we do it

We live our Values daily. How we behave with each other, with our members, with our community – with ourselves

- There is no TRY – only DO!
- I've got your Back – no matter what
- Please and Thank You – say it and mean it
- Everything an Experience – every time
- See around the curves – anticipate needs and pre-fill them
- Be Curious – ask why and improve
- Be a Barnabas – An Ironman with a squishy heart

What Qualifications Will Help You Succeed?

- 5+ years of experience in a sales leadership role, including strategic partner management, outbound efforts and direct revenue generation.

- Proven success in a service sales environment, with a preference for experience in high-growth, B2B settings.
- Strong relationship-building skills, both in client management and internal team development.
- Familiarity with CRM tools and proficiency with digital tools for tracking, reporting, and goal management.
- Ability to travel (25%+) to support conferences, networking events, and team engagements.

What Will We Offer You?

- A base salary of \$120,000 plus uncapped commission based on achievement of individual and team goals
- Unlimited PTO on top of company-observed holidays
- Health, vision, and dental benefits
- We'll help you save for your golden years with a 401K contribution
- A high-performing team that inspires and empowers each other to achieve excellence consistently.

Cultivate Brands provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.