

# CEO – Internet Software Start-up

## Job Description

An early stage Internet software company, focused on the social networking and daily deal industry, is seeking a CEO. The company was founded in 2010 by an innovative and highly-motivated group of Harvard University students with a vision to create a more useful social networking interface for computers and mobile devices. The computer software, now in beta stage and being tested by thousands of users and several large merchants, has been acclaimed by users and merchants alike with a big “thumbs up”. It solves many of the issues that users and merchants have with current solutions. The Company will see first revenue by October ‘11 and will expand geographically with initial funding. The Company’s team strongly believes that with the right strategy and implementation the product could be a game changer in the industry.

The ideal CEO would be someone who has the right mix of leadership, passion, energy, experience, business savvy, entrepreneurial spirit, innovative nature, and a good Rolodex in the retail and/or advertising industry.

Since the team currently consists of product developers, the CEO will initially have hands-on responsibility for fund raising, business development, company operations, the overall growth strategy, staffing, financial and organizational management, external communications, and marketing and sales efforts. He/she will also be responsible for the development and management of advisor and investor relationships.

The ideal candidate will have been successful in startup companies (or will have learned from previous failures).

In addition to being the face, voice, and spirit of the company, the candidate must demonstrate a track record for attracting, managing, and closing angel and VC funding rounds.

### **Focus During the First Six Months:**

- Develop and lead fund raising round.
- Sign additional merchant customers
- Plot expansion strategy
- Hire sales and business development personnel

- Create an appropriate short/long term vision

**Responsibilities:**

- Develop short/long term company and product roadmap.
- Oversee operating plan, budget, cash flow, and company finances.
- Build and lead an effective and cohesive management team to include all company employees, while establishing a basic personnel policy, initiating and monitoring policies relating to personnel actions and training and professional development programs.
- Build and motivate a world-class sales and marketing team.
- Responsible for all elements of HR, employee compensation plans, and benefits.
- Establish and implement short and long term goals, objectives, policies, and operating procedures.
- Create and revise all content while building a world-class content development team.
- Close deals with customers.
- Ensure company objectives and standards of performance are not only understood but owned by management and employees.
- Ensure company and its businesses comply with all applicable legal and regulatory requirements and, where appropriate, best practices.
- Establish, achieve, and report on milestones to the company's owners and founding members.

**Qualifications:**

- 3-5 years of senior level management experience.
- Prior experience in sales and/or leadership efforts at a startup company.
- Prior CEO/COO experience desired.
- 2+ years of strategic sales and marketing experience, ideally dealing with Internet software, social networking, advertising.
- Experienced entrepreneur who has taken at least one startup from seed

round all the way to an investor's exit strategy is desired.

- Excellent leadership, negotiation, management, problem solving, and interpersonal skills.
- Exceptional oral and written communication skills.
- Extensive experience in fund raising through angels, super angels, and venture capitalists.
- Track record of building innovative, creative, and collaborative teams.
- Strong desire to lead from a strategic and tactical perspective in all aspects of day to day company operations.
- Strong undergraduate and/or graduate academic credentials preferred

**Compensation:**

Compensation is negotiable and will be based on industry-standard salary and options for early stage companies. Salary will begin when the fund raising round is done. The compensation plan will include performance-based incentives.

The CEO must be located in either Boston or NJ.

Interested candidates should send resumes to [startupceojob@gmail.com](mailto:startupceojob@gmail.com)