



## VP OF SALES - USA

**CyBourn** is a Managed Detection and Response (MDR) organization with a unique approach towards servicing clients. Our CREST accredited Security Operations Center (SOC) combines advanced monitoring services and threat detection capabilities with best-in-class business risk assessment to provide the optimal incident response approach for every client. We integrate threat intelligence, event monitoring, security analytics and incident response, while catalyzing machine learning and automation orchestration to detect targeted cyberattacks. CyBourn was established in 2018 in Europe, with its SOC in Bucharest, Romania, R&D Lab in Naples, Italy and established a sales hub in the UK market in 2020. In 2021, CyBourn began acquiring customers for MDR services in the US through its sister cyber compliance company, VantaForce. CyBourn's strategy in 2022 is to formally establish presence and drive customer acquisition in the US market.

### Primary Market:

United States

### Application Process:

Please send cover letter and CV to [talent@CyBourn.com](mailto:talent@CyBourn.com)

### Role Overview:

The VP of Sales, reporting to CyBourn's US executive leadership will fully establish CyBourn in the US market and drive exponential revenue growth. **This role is a leadership role on CyBourn's senior management team with competitive compensation, equity, and benefits.**

### Laser focused on driving growth

Develop a short-range and long-range business development plan. Leverage your strong existing network to develop pipeline, qualify opportunity and close deals. Develop and maintain a strong pipeline of clients to maximize 2022 potential revenues. Continuously stay on top of what is happening in the market and feed insights back to internal teams to improve offerings. You will bring unique capabilities at the executive level and have a strong network or access to CXO level within the markets that we target.

### Lead through strategic approach with tactical execution mindset

Armed with a strategic business development plan, pro-actively conduct capture activities to shape opportunities and position CyBourn's future business. Adapt commercial strategies and swiftly change course to tailor responses to market needs. Be prepared to bring new ideas to the table at executive leadership level in order to ensure commercial success.

### Tell compelling stories

Be able to articulate Cybourn's offerings and how they add real value to clients. Strategically evaluate client needs and pain points to develop a compelling story of how CyBourn can be their true partner.



### Strong vision and integrity

Stay on top of every stage of the highly consultative, complex sales cycle – from generating leads to closing deals. Spot our serious competitors as part of your sales strategy and know what it takes to elevate our positioning to win. Develop and adapt your commercial strategies and manage change when needed. Doing it all without compromising our integrity.

### Key Responsibilities

- Develop a go-to-market strategy and implement a sales plan for the US
- Create and maintain a sales pipeline for CyBourn's Security Operations Center, cyber consulting services and promoting CyBourn's products and services
- Develop and implement a comprehensive sales strategy and lead its execution
- Research, initiate and develop a network of potential leads and prospects for CyBourn
- Take a two-prong approach to closing deals through direct sales as well as through channel sales
- Build a sales team after a successful first year in the role
- Set and implement team's vision, mission and KPI's along with its long and short terms goals
- Monitor customer, partners and competitor activity and provide feedback to company leadership team
- Actively participate in relevant industry and networking events
- Provide weekly, monthly or quarterly reports on sales, and financial measures

### Requirements

- Must be a strong well networked sales "hunter" in the cybersecurity space
- Strong ability and awareness to grasp complex, sophisticated solution service sales processes and position effectively to prospects
- Minimum of 6 years of experience in the cybersecurity industry
- Minimum of 4 years of experience of leading business development in cybersecurity organizations
- Experience growing a high performing sales team
- Proven & successful track record of growing cybersecurity companies in the US is mandatory
- Excellent knowledge of the comprehensive landscape of services in a Managed Security Service model
- Deep understanding of various cybersecurity technologies including, but not limited to: SIEM, EDR, IDS/IPS, Firewall, Vulnerability Management, Identity and Access Management
- Strong understanding of the MITRE ATT&CK Tactics/Techniques/Sub-Techniques and mitigation strategies
- Deep understanding of IT technologies: operating systems, networking, virtualization, cloud and IT/information security governance frameworks: ISO27001, COBIT, ITIL, CIS
- Entrepreneurial spirit, self-motivated, team player, passionate and success driven
- Based in the US