



VP of Marketing

At StyleSeat, our mission is to help people look and feel their best. We are on the path to achieving this mission by being the go-to portal for consumers to discover, book, and pay for beauty and grooming services (hair stylists, colorist, nail artists, estheticians, barbers, etc). We are also the premiere solution for all independent professionals in the industry to run and grow their business. We have powered over 100 million appointments booked and \$5B in revenue for small businesses and are on the path to much more.

Reporting to the CEO, the VP of Marketing will play a critical part in architecting how we communicate with and grow our community. This person will be responsible for building a marketing organization from the ground up.

The VP of Marketing will be responsible for building and implementing a marketing strategy for both sides of our marketplace. This will require an executive who can attract, inspire and develop top talent, as well as roll up their sleeves to lead and manage teams.

The VP of Marketing is a key member of the executive team and will be responsible for:

- Providing overall strategy and leadership for the marketing team and roadmap
- Understanding how to market to both sides of our community, and grow pro and client engagement simultaneously
- Hiring, leading, and developing a marketing team capable of balancing testing new channels with scaling existing channels efficiently
- Own the marketing P&L to grow our community while maintaining favorable unit economics
- Designing viral loops that accelerate our virtuous cycle

The Candidate

Values:

- Cares deeply about the success of small business owners
- Community-oriented
- Excited by big challenges
- Growth-oriented

A natural leader:

- Great leader: ability to hire, motivate and energize the very best talent
- Great coach: Can guide, inspire and empower the team to achieve their full potential
- Highly collaborative individual; inclusive and non-hierarchical leadership style
- High intellectual ability: understands marketplace dynamics and how to scale them
- Down to earth, approachable and engaging; comfortable interacting at all levels within the organization
- Strong listener who can simplify and communicate complexity to ensure deep understanding and alignment
- Entrepreneurial and independently-minded: challenges traditional rules and approaches
- Growth-oriented: wants to win and comfortable pushing a team to perform at their highest level

Growth-experienced and execution focused:

STYLESEAT

VP of Marketing

- Strong quantitative background to support data-informed decision making
- Hands on, with a natural sense of urgency, fosters a high energy environment that values rapid delivery
- Track record of connecting product requirements to business value
- Thinks strategically the impact of both short term and long term solutions

Requirements

- Degree in a technical discipline and MBA preferred.
- 10+ years of directly leading and managing efficient marketing teams.
- Experience with sourcing, negotiation and hiring strong teams.
- Enjoy working with smart, decisive, supportive female leaders
- Inspirational leader, capable of managing the day-to-day performance and communication of cross-functional teams that include engineers, data, product, designers, and customer support.
- Significant experience with two-sided marketplaces
- Led growth efforts, ideally at a SaaS company. Well-versed in analytics, A/B testing, and building a team from the ground up
- Solid background and understanding of small business SAAS, marketplace, and payments
- You must be extremely decisive, with the ability to move fast, having a strong bias for action and forward momentum always.
- You seek out diverse opinions/thinking styles
- You are collaborative but not consensus driven and the teams you've worked with love working with you.

SEND RESUMES TO: [TINA HATZI | THATZI@STYLESEAT.COM](mailto:THATZI@STYLESEAT.COM)