Livingston James

insights

Position Profile

Marketing & Sales Director

Contents

immediate impact – endless possibilities

Welcome Note from Fiona Logan, CEO

Dear Candidate,

At Insights our purpose is to create a world where people truly understand themselves and others and are inspired to make a positive difference in everything they do.

Ignited by Discovery, we help create transformational moments for a diverse array of customers across the globe, ranging from small start-ups beginning their journey to multinational corporations. With over 10,000,000 learners and revenues of £100 million we continue to have a track record of substantial growth built on strong foundations.

We are excited to introduce this instrumental role of Marketing & Sales Director, which aims to harness your talents, expertise and strategic acumen to drive leadership of our Marketing and Sales functions, driving revenue growth, customer acquisition and brand visibility. Reporting directly to me, this role will spearhead essential transformation across all levels of our organisation.

We are a proudly Scottish global people development company and we celebrate our connection to the communities we operate in. With a passion for our products and an awareness of our impact on the world we help people discover life on purpose.

Our people are the beating heart of Insights. We're fun, inspiring, and caring. There's so much more to us than meets the eye. I would invite you, through our recruitment partner, Livingston James, to learn more about the opportunity that awaits.

We **Inspire**. We **Connect**. We **Care**. We **Transform**. From the foundation of these four key pillars, we are **Colourful to our Core**.

Kindest regards,

Fiona Logan
CEO, Insights

The Company

Insights was founded over 30 years ago by co-Founders (and father and son) Andi and Andy Lothian, to provide tailored learning and development solutions that help global businesses get the very best from their people at work.

Over ten million people have experienced the power of Insights so far, from the world's leading organisations.

Insights Discovery, the flagship product, brings psychology to life in an accessible, practical model that shows people how understanding themselves better can make a positive difference in the workplace and beyond. Based on four colours, Insights Discovery helps individuals learn more about their preferred behaviours, the strengths they bring and the challenges they're likely to face. The best thing about Insights Discovery is that it shows us how we prefer to act – or the space we're most comfortable in – but it reminds us that personality is fluid; every individual can draw on their less inclined behaviours to handle the demands of specific situations, but they can only do this when they're self-aware.

Insights provides tailored solutions for our customers; whether it's a series of virtual workshops designed to help your teams work more productively, or a longer term programme based on leadership, culture or change, we'll deliver the breakthroughs you've been searching for.

Insights' Values

At Insights our values underpin all that we are and how we do business. Our values inform what we do, how we do it, and the decisions we make.

- **Making a difference:** We help our customers achieve their goals through simple and insightful people development
- **Working together:** We take personal responsibility, value differences and build open, honest and respectful relationships
- **Delivering results:** We each play our part in growing our thriving, profitable and socially responsible company
- **Enabling success:** We support each other to achieve our personal and professional goals in a culture of lifelong learning
- **Enjoying the journey:** We are inspired, motivated and committed - we love what we do

The Role

Job Title:	Marketing & Sales Director
Reports to:	CEO
Location:	Remote/Hybrid with travel to Dundee HQ

Your Purpose in the Role

Insights' purpose is to create a world where people truly understand themselves and others and are inspired to make a positive impact in everything they do. Our five-year strategy is to become irresistibly attractive to our chosen customers by investing in our people and global Insights community. As the Marketing & Sales Director, you are part of an Executive team fiercely committed to these ideals.

This role integrates leadership of the Marketing and Sales functions, driving revenue growth, customer acquisition, and brand visibility while fostering a high-performance culture. You will spearhead a transformation in strategic marketing and sales execution to achieve ambitious revenue and value targets, aligning go-to-market strategies with organisational goals. By combining visionary leadership, robust planning, and collaboration across departments, you will cultivate an environment of rapid growth, agility, effectiveness, and customer focus.

What You'll Do to Succeed

Strategic Market Planning

- Lead the development and execution of comprehensive go to market planning, marketing and sales plans aligned with organisational growth objectives.
- Conduct comprehensive market analysis, including customer segmentation, competitor intelligence, and trend identification, to inform commercial strategies.
- Develop and implement robust sales and marketing plans, linking customer value propositions to pricing models and product strategies.
- Collaborate with Product and Innovation teams to align marketing strategies with product development and innovation initiatives.
- Create and oversee go-to-market plans for product launches, market entries, and channel development initiatives.
- Align marketing efforts with sales objectives, product positioning and customer success.

The Role

Effective Brand and Demand Generation

- Act as the custodian of the Insights brand, overseeing brand evolution, visibility, and effectiveness.
- Develop and execute integrated marketing campaigns that enhance brand awareness, engage target audiences, and generate demand for products and services.
- Manage budgets effectively, ensuring the best return on investment across all brand and demand generation initiatives.

Strategic Sales Leadership

- Drive profitable expansion through existing client growth, new client acquisition, and market penetration.
- Responsibility for revenue goals and profit goals in each channel and geography.
- Lead the Regional Directors and regional matrix ensuring accountability for the delivery of revenues across the regions for all sectors.
- Ensure collaboration across the regional matrix by developing the Regional Leaders to work together, driving alignment and creating an outcome focussed leadership group.
- Cultivate a culture of collaboration and excellence across the global Sales and Marketing functions, ensuring alignment with company values and strategic priorities.
- Foster cross-functional integration across the value chain from Strategy through Marketing, Product, Sales and into Customer Success to achieve cohesive growth plans.
- Work closely with the Customer Success team to bring to life our practitioner strategy.

The Role

Sales Enablement and Sales Operations

- Develop and implement sales enablement programs to equip teams with tools, resources, and training to drive effectiveness and revenue growth.
- Lead the establishment of a Sales Operations function to provide timely data, reporting, and insights to inform decision-making and optimise performance.
- Monitor and analyse sales performance metrics, adjusting strategies to enhance efficiency and drive results.
- Driving accountability through governance of sales metrics.

Leadership and People Development

- Inspire, lead, and develop high-performing Sales and Marketing teams, fostering a culture of ambition, creativity, and accountability.
- Champion continuous learning and development initiatives, enhancing team capability and performance.
- Contribute to the development of company strategy across all business areas, providing insights and guidance on commercial, marketing, and go-to-market activities.
- Establish credibility and maintain strong working relationships with external stakeholders, including partners and customers.

The Role

Transformational Leadership

As a transformational leader, you will:

- Focus on results, relationships, vision, and being centred, while inspiring others to achieve ambitious goals.
- Demonstrate collaboration and partnering, contributing at an executive level within a global organisation.
- Exhibit a proven track record of driving successful growth strategies in competitive markets, fostering innovation, and navigating change effectively.
- Combine a human-centric approach with analytical precision, using data-driven insights to guide decisions and shape strategies.
- Cultivate creativity and adaptability, inspiring teams to explore new ideas and approaches while maintaining resilience amidst challenges.
- Embody a results-oriented mindset, ensuring measurable outcomes and continuous improvement across all functions.
- Operate with the highest ethical standards, motivating and growing teams through vision and clear communication.

Preferred Candidate Background

The Marketing & Sales Director will be a transformational leader focused on results, relationships, vision and collaboration. Exceptional commercial acumen but will be essential, alongside strategic marketing expertise, leadership skills, and of course a proven track record of driving business growth and success in competitive markets.

Education & Experience

- Extensive experience in senior sales and marketing leadership roles, with a proven track record of driving revenue growth, strategic planning, and team performance in a global business.
- An understanding of the Learning and Development sector, including digital product experience, would be beneficial but not essential
- Expertise in enterprise sales, key account management, and managing complex sales cycles.
- Experience in leading change initiatives within a sales organisation, driving adoption of new sales strategies, processes, and technologies to support business growth and transformation. Familiarity with CRM systems and customer success platforms, as well as proficiency in data analysis and reporting to measure performance and inform decision-making.
- Bachelor's degree in Marketing, Business Administration, Economics, or a related field is desirable but not essential. An advanced degree such as an MBA would also be attractive

Skills & Attributes

- Demonstrated strategic vision and the ability to align sales and marketing functions with broader organisational goals.
- Strong analytical skills with a data-driven approach to decision-making.
- Creative and innovative mindset, with the ability to drive competitive advantage through new ideas and technologies.
- Adaptability and resilience in navigating ambiguity and leading change initiatives.
- Exceptional leadership and communication skills, with a passion for motivating and developing teams.
- Results-oriented, with a focus on achieving measurable outcomes and continuous improvement.

Remuneration & Recruitment Process

An attractive base salary and wider financial package is available to the successful individual.

The Recruitment Process

The search and selection process of this assignment is being managed by advising consultant, Ali Shaw, Director at Livingston James, and supported by Kirsty Mclardy.

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Selected candidates will then be invited to interview with Fiona Logan, CEO and other members of the leadership team.

All third-party applications, enquiries and direct approaches to Insights will be referred to Livingston James.