

**Note: We can only accept US-eligible candidates and, please, NO RECRUITERS.**

## **VP of Sales at Synthesis Technology**

### **About Synthesis**

Synthesis Technology is the intelligent content operations backbone for regulated industries. We combine a SaaS platform with specialized managed services to automate complex content workflows for asset managers & operational roles, helping them transform data, content, and brand from many sources into compliant marketing materials. As company with private equity backing, we sell a SaaS product with specialized services serving financial services, healthcare, retirement/pension, and insurance sectors.

### **The Role**

This is an **individual contributor leadership position** responsible for driving revenue growth and market positioning for our category-defining platform. You'll own the complete go-to-market function—from demand generation to close—while working directly with executives at financial, health, retirement and healthcare institutions. This role reports to the CEO and will work with our executive team shaping our go-to-market direction.

| Location - Ideally Chicago-based but open to remote locations.

### **What You'll Do**

#### **Revenue Generation (50%)**

- Own and execute the complete sales cycle for complex, compliance-heavy enterprise deals (\$50K-\$500K+ ACV)
- Build and manage pipeline across asset management and adjacent regulated industries.
- Navigate multi-stakeholder enterprise buying processes involving compliance, operations, IT, and marketing.
- Translate complex technical capabilities into business outcomes for highly regulated executives.

#### **Marketing & Demand Generation (25%)**

- Work with team members and consultants to oversee key marketing and demand generation processes. Design and execute demand generation strategy for enterprise targets
- Coordinate with external resources for conferences, events, and/or any channel sales partnerships.

- Create sales enablement materials for complex regulatory and technical discussions

#### **Additional Responsibilities (25%):**

- Current customers: Develop and maintain ongoing strategic relationships, annual reviews, and identify land & expand opportunities.
- Work closely with our customer support team to understand our current customers, pain points, product and upselling opportunities
- Influence product roadmap based on market feedback and competitive intelligence

#### **What You Bring**

##### **Required Experience**

- 8+ years in B2B SaaS sales with proven track record closing \$100K+ deals
- Player mentality: You get energy from closing deals yourself, not managing teams and getting excited about closing deals.
- Deep experience selling to financial services, wealth management, or heavily regulated industries
- Software, SaaS and/or technology sales experience.
- History of building pipeline from zero in new or transforming markets
- Consultative approach: You sell business transformation, not features
- Technical fluency: You can discuss API integrations, data orchestration, and platform architecture comfortably
- Executive presence: Customers and key executives see you as peers, not a vendor
- Strong communication and organizing skills

#### **Why This Role Matters**

You're not filling a sales VP box—you're architecting our path to sales growth.

- Revenue growth and testing new regulated industries is critical.
- Build the commercial foundation for a significantly higher exit valuation
- Shape our evolution from asset management specialist to category-defining platform

#### **What We Offer**

- Competitive base + commission: OTE is \$200-250k with no caps and accelerators.
- Full suite of healthcare, 401k benefits and matching.
- Leadership: Closely working with leadership team.
- PE resources: Capital and strategic support to execute smart, focused plans
- Transformation opportunity: Accelerate a company's evolution from services to SaaS platform.

## **Reporting & Team Structure**

Reports to CEO. No direct reports. External agencies support available for marketing execution. Close collaboration with CEO on sales process, strategic partnerships and partnerships.

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### **What makes this different from typical VP roles:**

- **Player vs. Coach:** Traditional VPs manage teams; this role closes deals
- **Broader remit:** Ownership of full GTM (selling and oversee marketing, messaging) vs. just sales execution

Submission: If you are interested in the role, please respond to [jobs@snth.com](mailto:jobs@snth.com).