

VICE PRESIDENT/MANAGING DIRECTOR

Salt XC | Remote in the East Coast, ideally in NYC or Atlanta





Earn the World's Attention

A full-service marketing and commerce agency combined with proprietary tech products that allow us to move faster, enhance value, and increase performance.

We know that it can take an integrated approach to earn attention and drive action, so we built a collaborative mix of specialist teams designed to connect and deliver. Click here to explore [our work](#).

Fully Integrated Agency

Strategy + Creative Experiential Content Media Digital & Data
Omni Shopper Creator Social Sponsorship

As a hybrid agency of marketing and tech, we've developed proprietary products that support our agency's efforts and empower our clients brands.

MEDIA MOB

Content marketplace and bidding engine delivering scaled content creation and budget optimization.

FRONTRUNNER

Social DSP that automates buying & optimizations through real time bidding powered by AI.

PODIUM

Real Time MMM & predictive media planning measuring true media ROAS.





POSITION SUMMARY

The Vice President/ Managing Director at Salt XC is a senior leadership position responsible for driving the strategic direction, growth, and overall success of the agency's key client accounts across the US market. As a remote position, the VP/ Managing Director will manage and lead from a distance, overseeing high-value client relationships, managing remote teams, and driving Salt XC's growth in the United States.

This role combines account leadership, new business development, and US general management experience. The VP/ Managing Director is responsible for identifying new business opportunities, growing Salt XC's presence in the US market, and ensuring operational excellence. The position requires strong experience in managing large portfolios, spearheading account leadership, and implementing integrated marketing solutions that meet and exceed client expectations.

ESSENTIAL DUTIES & RESPONSIBILITIES

Client Relations & Strategy

- Serve as the senior point of contact for high-value US clients, building and nurturing long-term, strategic partnerships.
- Lead client relationships at the executive level, providing strategic direction to meet both client and Salt XC's business goals.
- Drive the strategic growth of client portfolios, identifying opportunities to expand services, innovate, and deliver measurable business results.
- Oversee the development and execution of integrated marketing programs (IMC) that align with client objectives, leveraging Salt XC's cross-functional capabilities.
- Lead pitches and proposals for new business opportunities, collaborating with internal teams to drive client acquisition and retention.

Team Leadership & Development

- Lead and manage remote teams across the US, ensuring high performance, clear communication, and accountability despite geographical distances.
- Foster a culture of collaboration, innovation, and accountability, ensuring efficient processes and high-quality deliverables across remote account teams.
- Work closely with the People & Culture team to assess talent needs, recruit, and develop a high-performing account team that supports business growth in the US.
- Mentor and coach direct reports, helping them develop both professionally and personally while ensuring team well-being and engagement.
- Cultivate strong working relationships with internal specialty teams (Creative, Design, Media, Studio) to drive cohesive and integrated client work.

New Business Development & US General Management

- Take ownership of Salt XC's new business development efforts in the US market, driving the expansion of client relationships and identifying new revenue streams.
- Lead and oversee the entire new business process, from lead generation and pitching to contract negotiations and onboarding new clients.
- Ensure the continued growth of Salt XC's presence in the US market by building and nurturing relationships with prospective clients and industry partners.
- Develop a deep understanding of the US market, ensuring that Salt XC's offerings are positioned competitively and align with industry trends and opportunities.
- Provide general management oversight for the US operations, ensuring smooth and efficient processes while aligning with the broader organizational goals.

ESSENTIAL DUTIES & RESPONSIBILITIES

Financial Accountability & Profitability

- Lead financial performance management for US client accounts, ensuring profitability and identifying areas for cost-saving and efficiency.
- Own the development and management of large-scale program budgets across portfolios, ensuring projects are delivered within budget while driving high ROI for clients.
- Partner with finance to monitor P&L performance, forecast revenues, and manage any potential financial risks across the portfolio.
- Implement strategies that drive operational efficiency, including budget optimization, cost control, and resource allocation.

Business Operations & Growth

- Identify opportunities for business growth within both existing client relationships and the wider US market, leading new initiatives to drive revenue growth.
- Oversee the operational performance of US accounts, ensuring that client work is delivered on time, on budget, and to the highest standard.
- Collaborate with cross-functional teams to integrate innovative solutions and new technologies that drive client success and operational improvement.
- Maintain strong relationships with external partners, suppliers, and agencies to support Salt XC's US operations and client needs.
- Participate in corporate strategic planning, contributing insights and recommendations to improve overall business operations and profitability.

Leadership & Corporate Participation

- Actively contribute to Salt XC's senior leadership team (SLT), providing insight into US market trends and helping to shape agency-wide strategic direction.
- Lead and support key initiatives within Salt XC, including diversity, equity, and inclusion (DE&I) efforts, employee engagement programs, and corporate social responsibility (CSR) initiatives.
- Act as a cultural ambassador, ensuring Salt XC's values are upheld across the US team and that the agency maintains a positive, inclusive, and engaging work environment.
- Represent Salt XC in external industry forums, conferences, and events, positioning the agency as a leader in the US market.

QUALIFICATIONS

- 15+ years of experience in client service, account leadership, and/or business development within a marketing and advertising agency, with at least 15 years in the US market.
- Proven track record in new business development, with the ability to generate leads, pitch new clients, and secure large-scale business opportunities.
- Demonstrated experience managing remote teams and driving high performance in a geographically dispersed environment.
- Strong financial acumen, with experience managing large, complex portfolios and P&Ls.
- Expertise in integrated marketing campaigns and strategic account management, with a proven ability to deliver results for clients across multiple channels.
- Exceptional leadership skills, with a passion for coaching, mentoring, and developing remote teams.
- Outstanding communication, negotiation, and presentation skills, with the ability to influence at all levels of the organization and with external stakeholders.
- Highly adaptable and solutions-oriented, with the ability to lead in a fast-paced, dynamic environment.
- Strong understanding of the US marketing and advertising landscape, including market trends, client expectations, and competitive positioning.

KEY CHARACTERISTICS

- Client Centric and Service Oriented
- Self-Motivated
- Entrepreneurial Spirit
- Excellent Communicator
- Strategic and Tactical
- Creative Problem Solver
- Resilient
- Performance-Driven
- Excellent Listener
- Collaborative
- Trustworthy and Reliable
- Charismatic and Relatable
- Emotionally Intelligent
- Persuasive and Honest
- Growth-Oriented
- Team Leader

TOP PRIORITIES (first 6 months)

- Business Development
 - Open doors and lead generation, working with the team to pitch effectively and drive client acquisition.
- Culture Immersion
 - Understand the SaltXC culture, organizational structure, connected thinking and processes, and build relationships with internal specialty teams.
- Manage Growth
 - Drive strategic growth of client portfolios, identifying opportunities to expand services, innovate, and delivery of measurable business results.
- General Management
 - Provide operational oversight to ensure smooth and efficient processes and to grow the business infrastructure in the US market.
- Team Development
 - Build and manage an incredibly talented team, an enviable culture, and a collaborative environment where every team member contributes the clients success.
- Leadership
 - Inspire, Motivate, Support, and Drive Performance.
 - Provide insight to US market trends to help shape agency-wide direction and contribute recommendations to improve overall business operations and profitability.



Andrea Christopherson

Vice President

SearchWide Global

info@searchwideglobal.com

Direct: 469.223.7637

If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.