



VP of Partnerships & Business Development (K-12)

Overview

COGx is a research and development firm in applied cognitive science committed to closing the gap between teaching and learning. We do so by translating research on the science of learning into evidence-based programs that enhance teaching and learning for partner organizations globally.

Expectations

We are looking for a full-time executive to scale a suite of mostly EdTech products rooted in cognitive science and designed for educators (online professional learning on the science of learning), students (courses on the science of learning, and clinical programs that target cognition to enhance learning ability), and adults/parents.

Our ideal candidate is experienced and has a proven record scaling educational services rapidly, with experience in EdTech / Online Learning Sales and appreciates the potential for disruptive and innovative services that aim to modernize learning by combining cognitive science with technology to develop successful learners. You must be highly driven, goal-oriented, organized and an exceptional communicator, verbally and in writing. We value a culture of trust, transparency and integrity in every aspect of what we do and expect the same from our colleagues.

Primary Responsibilities

- Generate a minimum of \$1.5-\$2.0M in new sales in your first year with COGx.
- Lead business development activities for COGx services across multiple geographies and distribution channels. This may include identifying, researching, and analyzing new opportunities and leading and supporting business capture.
- Manage, lead and/or write customized client proposals to ensure quality; recommend changes to processes and teams as needed.
- Develop and execute strategic sales plan.
- Generate leads rapidly from existing relationships while effectively engaging qualified prospects. Drive consultative sales process to present COGx services to agencies, school systems and qualified prospects.
- Use Hubspot (CRM) to manage sales effort; build detailed proposals; accurately forecast, report and manage sales process.
- Follow-up with prospects on a timely basis via email, telephone and web conferencing tools to convert leads to product presentations and proposals.



- Maintain strong, ongoing relationships with existing customers to enhance the customer experience and secure future sales and referrals.
- Driven, disciplined and builds trust quickly through communication and transparent workflows.
- Collaborate regularly with management and peers to contribute ideas for strategizing and executing sales opportunities and identify areas for improvement.
- Recommend and plan for attendance at conferences/trade shows, to position COGx services and build relationships with prospective partners.

Minimum Required Education & Experience

- Bachelor's Degree and 10+ years of relevant experience in business development / sales
- Top-performer and proven track-record selling educational services to school-systems (private and/or public) ideally related to learning science and/or online professional learning.

Qualifications

- Experience in maintaining positive relationships with partner organizations, which includes being flexible and adaptive to client needs.
- Knowledge of K12 education, including curriculum, instruction, professional learning and educational technology, learning management systems and digital learning resources.
- Agile thinker and dynamic problem-solver that is easy to work with, pragmatic and assertive, while also open to new approaches and ideas.
- An interest in coaching/mentoring educators through professional learning and/or training programs.
- Flexible and adaptable approach to a changing organization.
- Strong communication skills, verbal and writing, as well as presentation skills.
- Passion for applying the science of learning to improve learning outcomes.
- Ability to use, demonstrate, stay current and drive industry trends internally and externally.

Other

- Remote work with flexible work schedule.
- Generous compensation structure for profit sharing and performance-based bonuses.
- COGx is an Equal Opportunity Employer.

To learn more: www.cogx.info

To apply: send a cover letter and CV to apply@cogx.info