

ROLE: Head of Growth at PropellerMobile (UK and Europe)

SALARY: TBA + PRB and/or possible share options in new company (full-time or possible part-time or consultancy arrangement)

REPORTS TO: CEO Propeller Group

ROLE OVERVIEW:

This is a brilliant opportunity to get involved with an exciting new mobile application/platform business that is in the early stages of development. Help us transform our existing mobile application aimed at business events organisers into a scalable, international business ecommerce and social media platform.

This role requires an entrepreneurial, hands-on business development person with knowledge of the fast-changing opportunities within mobile commerce. Knowledge and contacts in the European business event, conferences and exhibitions industry would be a major plus.

The Business

PropellerMobile (PM) is a business within Propeller Group Ltd (PGL). PGL is well-established and our parent company. It is based on Charing Cross Road in the heart of the London. We are minutes from both Leicester Square and Tottenham Court Road tube stations...as well as all the joys Soho, Covent Garden and the West End have to offer!

PM currently has between 8 and 10 published apps available on the iTunes store. Projects have included apps for a giant global healthcare brand, for Maxxis tyres, for industry body ISBA and Haymarket Publishing.

We now want to bring a new focus on our most successful product: our multi-platform event application for business event, conference and exhibition organisers.

The core product was recently seen in action at the Cannes Lions festival in France in June 2011.

The app can be downloaded from

<http://itunes.apple.com/us/app/campaign/id440478355?mt=8>

and is described fully at

<http://www.propellermobile.com>

The Role

- Become a driving force in a small team at Propeller Mobile
- Help define the product and benefits
- Manage and develop relationships with existing sales/distribution clients in the events industry and identify, approach and sell to new ones
- Manage client accounts/briefs as they come in, working with our in house development project manager, who oversees design and build
- Work with CEO on the business plan for the roll out and fund-raising and attend investor meetings and follow up.
- Hit agreed sales KPIs in Q4 2011 and through 2012

The Person

- Proven commercial manager who can deliver sales
- Hands on operator who can get stuck in and comfortable in 'start up' mode
- Interest and knowledge of mobile industry, platforms, operators, apps
- Knowledge and contacts in the business events industry we are targeting
- A high profile on LinkedIn would be expected
- Available to start Oct/Nov 2011

Rewards

Negotiable. A mix of salary/consultancy fee plus PRB and/or share options linked to the growth plan and eventual exit strategy.

NEXT STEPS

Please email martin.loat@propellergroup.com in the first instance with your CV, highlighting the most relevant job experience you have for this post and attaching a punchy, but short (300 words max.) letter explaining what you would do to make PropellerMobile a success.