



Sugar Inc.  
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San Francisco, CA 94104  
sugarinc.com

## Senior Vice President, General Manager – Sugar Inc.

### POSITION SUMMARY

Sugar Inc. is seeking a Senior Vice President, General Manager for PopSugar Media. PopSugar Media is a division of Sugar that handles marketing and advertising sales for PopSugar Network, Sugar Entertainment and OnSugar. The SVP/GM will be responsible for overseeing sales, marketing, public relations, and content distribution for the online leader in original content and social media for trendsetting Generation Y women. Sugar has grown explosively over the last three years and has over 11 million monthly unique visitors across its properties.

The ideal candidate will have significant online advertising sales and marketing leadership experience coupled with a deep understanding of premium content and social media. This person must be capable of managing a business with growth expectations of \$100M+ in revenue. The General Manager will report directly to the CEO and work closely with Editorial to design and execute the overall business strategy required to achieve our quarterly objectives. Global experience is not necessary, but preferred, as the General Manager will also be tasked with developing and implementing the International expansion plan.

### POSITION REQUIREMENTS

The ideal candidate for the position should have:

- Success as a General Manager leading a fast growing consumer business with at least \$50M in annual sales
- A deep understanding of the dynamics of the online advertising and media industry, including credibility with media professionals in the marketplace
- A proven ability to grow audience and build a consumer and trade brand effectively online with minimal traditional advertising spend
- Strong business development experience including developing strategic relationships with key partners and structuring and negotiating both marketing and revenue producing partnerships
- An understanding of a broad range of online interactive technologies, players, and related strategic implications when it comes to market direction and business
- A consistent track record meeting and exceeding revenue and profit goals
- Proven ability to build and manage a sales and marketing organization, including leading organizations that produced \$50M+ in annual sales and contained 20 or more team members
- A combination of large and small company experience; prior experience at a startup is highly desirable
- Superior presentation and negotiation skills
- Customer focus, as measured by a demonstrated track record of satisfying customers
- A demonstrated ability to design processes and strategy, identify the right customers, and then aggressively go out and get their business
- Wide range of agency contacts, with a strong emphasis on online advertising sales
- Sold large ticket deals requiring varying levels of approval
- Willingness to travel extensively, Bay Area resident preferred.

### PERSONAL ATTRIBUTES/CHARACTERISTICS

The ideal candidate for the position will be/have:

- **Passion to win:** Thrives in a competitive environment, wants to be the market leader **and** does what it takes to be successful
- **Leader/Lone Wolf:** Able to carry the whole load without a large support organization
- **Hands-On:** Will lead and take ownership of the charge, lead others by example

- **Entrepreneurial:** Resourceful, figure-it-out-and-get-it-done mentality, and a track record of creating successful sales organizations and companies without the resources, brand and reputation of a large entity
- **Collaborative Team Player:** Proven collaborator with superiors, peers and staff, able to leverage individual strengths to provide value to the entire team
- **Evangelical:** Able to evangelize and concisely deliver the pitch and the value proposition
- **Disciplined:** Brings a proven ability to execute across all sales and marketing functions
- **Aggressive:** Hungry, with something to prove
- **Highly Intelligent:** A quick study, able to grasp business and media issues
- **Open, Effective Communicator:** Excellent listener; proven ability to negotiate with executive peers and customers
- **Credible:** A reputation in the industry for sustained, principle-centered, win-win relationships

## ABOUT POPSUGAR MEDIA

PopSugar Media is the online leader in original content and social media for trendsetting Y women. It helps brands connect, engage, and be discovered by this influential generation. PopSugar Media is a division of Sugar Inc.

## ABOUT SUGAR INC.

Sugar Inc. is a new media company that connects, entertains, and inspires women. The company owns and operates insanely addictive PopSugar Network ([popsugar.com](http://popsugar.com)); the most fabulous online store ShopStyle ([shopstyle.com](http://shopstyle.com)); content management platform for celebrity, fashion, and lifestyle publishers OnSugar ([onsugar.com](http://onsugar.com)); Sugar Entertainment ([popsugar.tv](http://popsugar.tv)); and Sugar Games ([games.popsugar.com](http://games.popsugar.com)). Founded in April 2006 by Lisa and Brian Sugar in San Francisco, Sugar is proud to delight its audience of over 11 million visitors a month. Sugar Inc. is a privately held company backed by world-class investor Sequoia Capital.