



TITLE OF POSITION: Head of Sales (STH NorAm)

REPORTS TO: Commercial Director

OFFICE LOCATION: Miami (Hybird)

Principle Function:

We are seeking a commercially driven Head of Sales to lead revenue growth, sales strategy and sales delivery across the North American business. This senior leadership role will be accountable for achieving revenue targets through a combination of strategic planning, hands-on commercial leadership and proactive market engagement. Leading the NorAm Sales team, the Head of Sales will lead the execution of sales initiatives across corporate, group, direct and digital channels, while driving market penetration, strengthening key client relationships, and fostering a high-performance culture that delivers sustainable revenue growth throughout the North American market.

Essential Responsibilities:

- **Lead Sales Strategy and Execution:** Develop and implement a sales strategy, translating business objectives into clear sales plans, initiatives and market priorities that deliver measurable commercial outcomes.
- **Deliver Revenue Growth:** Lead team delivery of sales targets by defining commercial priorities, driving conversion performance, and ensuring all sales activity contributes to sustainable revenue growth.
- **Drive Account Development:** Acquire and develop key corporate, premium and strategic accounts, securing high-value opportunities and strengthening long-term customer relationships.
- **Lead Sales Performance:** Establish clear sales targets, performance measures and accountability frameworks to optimise activity, improve conversion rates and maximise commercial results.
- **Optimise Sales Channels:** Maximise revenue opportunities across direct, corporate, group and digital channels, continuously evaluating customer behaviour, market trends and sales effectiveness to improve performance.
- **Enhance Commercial Insight and Decision Making:** Establish robust forecasting, reporting and CRM disciplines that provide accurate commercial insight, support decision making and enable proactive management of sales performance.
- **Build Market Presence and Customer Relationships:** Act as a senior commercial ambassador for STH within North America, strengthening client relationships, enhancing brand awareness and identifying opportunities to expand market share.
- **Develop a High-Performing Sales Culture:** Lead, coach and support the Sales Manager to build a motivated, consultative and results-focused sales team, ensuring capability development, continuous improvement and alignment to STH's sales methodology.

Skill & Experience requirements:

- **Commercial Leadership:** Proven experience leading sales functions, developing commercial strategies and delivering sustained revenue growth against ambitious



targets.

- **Strategic Relationship Management:** Proven ability to secure, develop and retain high-value clients and strategic accounts through strong stakeholder management, communication and negotiation skills
- **CRM & Commercial Insight:** Strong capability in forecasting, pipeline management and sales analytics.
- **Industry Passion:** Passion for sport, hospitality and customer experiences.

Other requirements:

Hours may be extended or irregular to include nights, weekends and holidays.

COMPANY INFORMATION

[STH](#) is a [Sodexo Live!](#) company, with offices in London, Auckland, Melbourne, Sydney and Miami - enabling a truly global reach and service offering. This position is part of our inaugural team in the U.S market, contracted through Sodexo Live as the U.S. operator.

Our Company partners with event owners to make the biggest sporting events in the world - even better! From the Olympic Games in London and Tokyo, the Cricket World Cup in England & Wales to the Rugby World Cups in Japan, England, New Zealand and France alongside numerous Grand Slam Tennis experience ventures, our award-winning team cover the globe to create travel and hospitality programmes with one simple ambition – to make the memorable, unforgettable for sports fans. At STH, you belong to something greater; our experiences are unique and so are our people. Bring personality, your background and your desire for delighting others; in return we'll give you all you need to thrive.

KEY INFORMATION

Thank you for expressing interest in employment with Sodexo Live!. While only those candidates considered for this position will be contacted, your resume will remain on file for 90 days.

Sodexo Live! is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, age, genetic information, status as a protected veteran or status as a qualified individual with a disability, or any other characteristic protected by applicable Federal, State or Local law.