



#### **Job Title: Vice President Commercial About Us:**

Haul247, an end-to-end logistics tech API platform that connects businesses to haulage and warehousing assets all in one ecosystem, was created to simplify logistics process by ensuring efficient asset utilization, transparency and safety in the movement and storage of goods. Our constant challenge remains providing quality end-to-end logistics that give value to our customers and maintaining quality relationships with stakeholders.

#### **The Role:**

The Vice President, Commercial will drive revenue growth, commercial excellence, and market expansion across our portfolio. As a key member of the executive leadership team, the VP Commercial will be responsible for leading sales, marketing, key account management, and customer success to accelerate our go-to-market strategy in a scalable and sustainable way. This role requires a strong commercial leader with deep business acumen, a data-driven mindset, and the ability to lead high-performing teams in a fast-paced, high-growth environment.

#### **Key Responsibilities:**

##### **Commercial Strategy & Execution**

- Design and execute a winning commercial strategy aligned with the company's overall vision and aggressive growth targets.
- Develop pricing models, revenue streams, and go-to-market frameworks for new and existing products or services.
- Identify new market opportunities, oversee market entry strategies, and lead customer segmentation initiatives.

##### **Revenue Growth & Sales Leadership**

- Lead, manage, and scale the sales organization across different regions, verticals, and customer segments.

- Drive consistent and predictable revenue growth through disciplined pipeline management, sales enablement, and performance metrics.
- Build and maintain relationships with key customers, partners, and stakeholders.

### **Marketing & Brand Development**

- Oversee strategic marketing, performance marketing, and brand positioning initiatives to enhance visibility and drive market penetration.
- Collaborate with product and marketing teams to align offerings with customer needs and competitive positioning.

### **Customer Success & Retention**

- Champion customer experience by developing strong post-sale engagement, onboarding, and support structures.
- Define and implement customer satisfaction, retention, and net revenue expansion strategies.

### **Leadership & Cross-functional Collaboration**

- Build and lead a world-class commercial team, including sales, marketing, and customer success functions.
- Collaborate with partnerships and strategy, operations, finance, and technology teams to ensure commercial alignment and operational readiness.
- Provide insights and reports to the CEO and Board on commercial performance, risks, and strategic initiatives.

### **What We're Looking for In the Ideal Candidate:**

#### **Qualifications & Experience:**

- Bachelor's degree in business, Engineering, Marketing, Economics, or related field (MBA preferred).

- 10–15 years of experience in commercial leadership roles, preferably in high-growth or scale-up environments.
- Proven track record of leading multi-million-dollar revenue growth and managing commercial teams.
- Strong expertise in B2B/B2C sales, strategic marketing, customer success, and partner ecosystems.

- Experience working with commercial tools, analytics platforms, and enterprise sales strategies

**Key Competencies:**

- Strategic thinker with strong commercial intuition
- Exceptional leadership and team development capabilities

Strong analytical skills and data-driven decision making

- Excellent communication, negotiation, and stakeholder management

Ability to thrive in a dynamic, high-pressure, and evolving environment

Entrepreneurial mindset

### **What We Offer**

- Competitive Pay
- Pension
- HMO
- 13<sup>th</sup> Month
- Vacation days
- Awesome colleagues to work with.

**Location:** Lagos, Nigeria.

If you're interested in this role, kindly send us your application to [careers@haul247.co](mailto:careers@haul247.co)