



Position: Account Manager, Growth & Relations

Department: Sales

Reports to: Director, Sales Operations

Revision Date: March 20, 2025

Compensation: OTE 100K plus

About Us:

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. "The L Squared Hub" is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

Fit:

We are growing rapidly, supporting high-profile clients in the USA, Canada. We are gearing up for even faster growth and are looking for Self-Motivated & Self-Aware team players who are Obsessed with our Client's Success.

If you are passionate, S.M.A.R.T individual that loves to work in fast-paced, creative environments, and believe in integrity, mutual respect, quality work, then consider applying today.

What the Company Will Provide to You:

- A fun, fast-paced, open, and friendly work environment
- Competitive average salary
- Training & Development opportunities
- Paid Personal time off
- Company events
- Gym discount, Retail Perk plus free parking
- Flexible Health Spending Account

About the Role

We are seeking strategic mindset team player who is responsible for driving business growth, developing relationships with key stakeholders and ensuring the successful expansion of the company's customer base. This role requires a self-motivated, strategic professional with expertise in Sales, Relationship building, lead generation and client management plus expansion within the SaaS and International B2B domains.





ROLES & RESPONSIBILITIES

- Develop and lead Growth & Relations expansion Strategy to drive revenue from current customer base.
- Build and maintain strong, long-lasting relationships with existing and potential clients, partners, and key stakeholders.
- Responsible for execution of approved relations and growth plan with team.
- Set annual milestones through planning, team goal setting and data analysis.
- Weekly and Monthly department level reporting to the leadership team.
- Suggest necessary training and process to improve current Growth & Relation model working with Customer Success team.
- Conduct regular review of pipeline and reporting for each customer on satisfaction, survey, feedback and growth opportunities.
- Apply customer improvement approach including but not limited to:
 - Developing and executing on account management plans, understanding current and future needs.
 - Identifying and developing upsell/cross sell opportunities in collaboration with the team.
 - Supporting product to market strategies.
 - Identifying and mitigating churn risk signals; and
 - Meeting regularly with clients (online and in person) to discuss strategic priorities and seek feedback.
- Collaborate with cross-functional teams (Customer Success, Marketing, Product, etc.) to align growth initiatives with company objectives.
- Identify opportunities for joint ventures, collaborations, or co-marketing efforts to increase visibility and reach.
- Act as a brand ambassador, ensuring consistent messaging and positive representation of the company at external events, conferences, and through networking activities.
- Drive referral business opportunities.
- Other duties as assigned.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- A bachelor's degree, MBA preferred.
- A minimum of 4-6 years of experience in the similar role or SaaS industry.
- Ability to think strategically and perform tactically.
- Excellent Negotiation skills.
- Strong drive to seek new opportunities.
- Proficiency in SaaS, Microsoft Office Suite, CRM tools and Order management
- Strong written and verbal communication skills, including the ability to write clear and concise emails, letters, and reports.
- Strong analytical skills to interpret and analyze data.
- Must be detail-oriented to ensure accuracy of documentation.
- Multi-task, organizational skills, maintain confidentiality.

