SVP of Sales & Marketing

HEADLINES

Title:	Senior Vice President of Sales & Marketing EverWell
Reports to:	CEO of EverWell
Location:	New Zealand / Australia
Direct Reports:	Managing Director ANZ; Managing Director UK; Sales Director USA; Head of Marketing
Key Stakeholders:	Executive Team, Product, Technology, Customer Experience, Finance, RevOps, EverCommerce Leadership
Peers:	SVP Product, SVP Technology, SVP Customer & Operations
Last Updated:	April 2026

Timely and SalonBiz serve over 30,000 customers across ANZ, UK and the US and are on a mission to build the leading software platform for beauty professionals. Together they form EverWell, an EverCommerce portfolio focused on empowering service-based businesses through world-class SaaS solutions.

We are entering our next phase of growth — accelerating customer acquisition, strengthening market leadership, improving GTM efficiency, and unlocking scalable long-term growth. We've got big goals and we're ready to achieve them.

This is where *you* come in!

As the SVP of Sales & Marketing, you will lead EverWell's global go-to-market strategy across Timely and SalonBiz, with accountability for brand and market positioning, demand generation, pipeline creation, and sales conversion across all regions.

As a key member of the executive leadership team, you will define and execute EverWell's GTM strategy, including segmentation, channel mix, marketing, partnerships, and commercial motions that drive efficient, scalable growth across key markets.

You will ensure our brands are clearly positioned, our customer acquisition engine performs effectively, and our regional teams are empowered to succeed, scale, and unlock new market opportunities. This includes balancing global consistency with regional market needs, while continually evolving our commercial strategy in response to customer, market, and competitive insights.

Working closely with Product, Customer, Operations, and Commercial teams, you will drive alignment across the full customer lifecycle. This role owns the end-to-end acquisition funnel, while Customer teams remain accountable for retention, expansion, and long-term customer value outcomes.

Success in this role will come from building a highly aligned commercial organisation that balances brand, performance marketing, sales execution, customer insights, and long-term customer growth. You will play a critical role in ensuring EverWell's sales and marketing functions operate as a unified, insight-led growth engine across all regions, customer segments, and stages of the customer journey.

This role will involve:

Areas of focus	Key duties
Vision, Strategy & Leadership	Define and lead the commercial and GTM strategy, including segmentation, channel mix, and market prioritization. across Timely and SalonBiz, ensuring alignment with company objectives and product direction.
	Set and communicate clear growth priorities grounded in strategic impact, expected ROI, and execution capacity.
	Partner with Product and Technology to drive effective commercial development lifecycles, balancing speed to market with brand and pricing rigour.
	Represent Sales and Marketing leadership at the executive level and be a visible advocate for revenue excellence and customer-centric growth delivery.
Sales Leadership	Lead regional sales teams across ANZ, UK, and US to deliver predictable, high-quality growth.
	Accountable for pipeline growth and quality, conversion, forecast accuracy, and new business revenue outcomes ensuring clear prioritisation and execution across all regional S&M team.
	Ensure consistent execution of pricing and packaging strategies across regions, maintaining discipline and alignment with agreed commercial frameworks
	Set clear KPIs for sales performance: pipeline health, win rates, quota attainment, and team engagement.
Marketing Leadership	Own and operate global marketing as a measurable growth engine, spanning demand generation, lifecycle marketing across the full customer journey, product marketing, and brand
	Improve CAC efficiency, pipeline creation, and conversion rates, with a strong focus on pipeline quality and downstream performance across all regions and channels
	Use brand as a commercial lever to improve trust, market positioning, and customer retention.
	Ensure marketing operates as a measurable growth engine with clear attribution and performance reporting.
Revenue Operations & Data	Partner closely with RevOps and Business Operations to identify challenges, develop solutions, and optimise funnel metrics and

	operating rhythms, with clear accountability within Sales & Marketing for prioritisation and delivery of outcomes.
	Partner with RevOps to improve attribution, GTM efficiency, and tooling strategy.
	Drive transparent reporting frameworks that enable data-driven decisions
	Ensure GTM decisions are grounded in delivering measurable customer and business outcomes.
International Growth	Tailor GTM strategies across ANZ, UK, and US markets to reflect local buyer behaviours and competitive dynamics.
	Balance global GTM consistency with local market nuance to optimise performance in each region.
People, Culture & Team Leadership	Build, lead, and retain high-performing, distributed teams across geographies.
	Foster a culture of trust, accountability, and high performance, underpinned by our values and leadership principles.
	Coach and develop Sales and Marketing leaders, ensuring clear progression paths and succession plans.
	Promote diversity, inclusion, and equity through hiring, career development, and leadership engagement.
Cross-Functional Collaboration	Be a thought partner to Product and Technology, collaborating on roadmap planning, commercial priorities, and customer insights.
	Engage with Customer Experience teams, who own post-sale revenue including retention and expansion, ensuring strong alignment from acquisition through to lifecycle outcomes
	Lead commercial communications with the EverWell Executive team, EverCommerce leadership, and other strategic stakeholders.
	Partner with Finance, Product, and Commercial teams on pricing, packaging, and broader commercial investment decisions, contributing to design while operating within defined commercial frameworks
Innovation & GTM Evolution	Continuously evaluate AI, strategic partnerships, product lead growth, and new growth channels to future-proof the commercial engine.
	Stay ahead of industry trends and identify new opportunities for value creation through innovative GTM approaches.

Success in this role looks like: (OKRs)

1. Timely and SalonBiz exceed growth targets with healthy unit economics.
2. Marketing operates as a measurable growth engine with clear attribution and ROI.
3. Regional sales teams outperform through strong leadership and consistent execution.
4. Market positioning improves conversion and retention across all key regions.
5. Forecasting accuracy and commercial discipline increase across the organisation.
6. EverWell builds a scalable GTM engine fit for the next phase of growth.

What you will need to be successful

- 10+ years in SaaS commercial leadership roles, ideally across multiple products or business units.
- Proven success leading Sales and Marketing functions at scale.
- Experience across ANZ, UK, and/or US markets preferred.
- Strong pricing, GTM, and commercial judgement.
- Strong ability to manage costs and pragmatically work with resources to deliver on company goals.
- Executive presence and board-ready communication skills.
- Track record of building high-performance, inclusive commercial cultures.
- Highly analytical with strong operational discipline and a data-driven approach.
- Strategic thinker with hands-on pragmatism and a bias for action.
- Skilled in cross-functional stakeholder management, from executives to individual contributors.
- A champion for continuous improvement, customer focus, and clear decision-making.

A note on our values and culture

Across EverCommerce, our values are central to our business and are deeply embedded in how we operate as a team. The behaviours behind our values underpin the way we work.

Be Kind

We treat people with kindness, dignity and respect. This is non-negotiable and includes communicating with transparency and honesty, with both positive and constructive feedback.

Succeed Together

We are united as one company — we win as a team, fail as a team, and grow as a team. Our belief is that teamwork makes us better. We collaborate and empower each other. We listen openly to feedback and work together for shared success.

Value Diversity & Create Belonging

We embrace diversity, equity, inclusion, and belonging. We recognise this fuels innovation, enables learning, and enriches experiences for our people, our customers, and the communities we serve. We value and respect different backgrounds and perspectives. We hold space for others to share their experiences in a safe environment. We encourage the open expression of diverse ideas and opinions, regardless of someone's job title.

Focus on Continuous Growth

We are motivated to grow ourselves professionally and personally and never stop learning. We cultivate an environment of continuous learning. We are motivated to develop new skills, seek out feedback, reflect and use initiative to improve.

Work Flexibly with Accountability

Our team is empowered to work in the environment that best suits them, whether that is working remotely or from an office. When you work and how you work is flexible — accountability is not flexible. We stay accountable to our team and ourselves, taking ownership over our work, whilst focusing on outcomes not outputs.

Thrive in Change

Change is constant. It's about seizing the moment, rolling with the punches and jumping at every opportunity that comes our way. We welcome new ideas that push us out of our comfort zone and understand that without change, nothing gets better.

Empower Our Customers

Our customers are at the heart of the decisions we make and the actions we take. We go above and beyond to ensure our products and services deliver outcomes that continually improve, simplify, and empower the lives of our customers. When our customers succeed, so do we.