



"CHIEF GROWTH OFFICER"

(Live Anywhere in the U.S.)

COMPANY OVERVIEW

As the leading provider of self-serve automation solutions, Apex Supply Chain Technologies helps some of the biggest brands in the world increase productivity while reducing costs. Since 2006, their technology has helped companies disrupt their operations, finding significant productivity increases and cost savings in basic, well-established processes. Apex devices are deployed in a variety of applications, including industrial vending, corporate office environments, handheld asset management, auto-replenishment and foodservice.

Apex's devices track billions of transactions and, thanks to the Internet of Things (IoT), communicate this data in real-time to their cloud-based data platform, the Apex Cloud. The Apex Cloud and its rich API infrastructure make it easy for Apex's customers to quickly integrate their legacy systems making Apex's solutions a seamless part of its customers' operations.

The impact of automated dispensing solutions has been so well-received, retail and food companies (Little Caesars' "Pizza Portal") are now using this technology in the front of house to meet the consumers' ever-changing needs. This large, rapidly growing, and global market is at the center of Apex's going-forward strategy.

With world headquarters in Mason, OH, Apex also has an office in the UK. Founder and Executive Chairman, Kent Savage, is widely viewed as the founder of the "industrial vending" industry. The Company is privately held and employs 120 associates.

APEX FOODSERVICE OPPORTUNITY

Apex Order Pick-Up Services is using self-serve automation to redefine the concept of speed, convenience and efficiency for the Restaurant and Foodservice industries, as well as their time-starved customers. Apex co-developed the "Pizza Portal" with Little Caesars, the third largest pizza chain in the world. The portal is an integral component of Little Caesar's digital platform and has been a huge market success driving increased order size, store efficiency, consumer satisfaction, and brand recognition.

Building on that success, Apex has introduced the innovative Flow-Thru 10,000 Series ambient food lockers to enable fast, contactless order pickup. The Flow-Thru lockers are powered by the Apex Cloud to support store associate loading and consumer pickup transactions while providing valuable data and visibility into every store's operations across a chain. In addition, open API's make it easy to integrate the lockers into store operations to allow quick adoption and use. Demand for contactless pickup is surging as restaurants and foodservice operators focus on the safety and health of consumers and associates.

POSITION OVERVIEW

Reporting to the CEO, the “Chief Growth Officer” is a new role within the Apex Order Pickup Solutions (OPUS) executive leadership team, responsible for global revenue and gross margin delivery for both the Foodservice and Business Will-Call market segments. The Chief Growth Officer will lead all aspects of demand generation and demand harvesting—for the global organization—including Marketing, Sales & BD, Channel Management, and Pricing & Contracts.

SCOPE OF RESPONSIBILITIES

- **Growth Strategy** – The new CGO will work closely with the COO, CFO and CEO, and with other senior leaders, to develop a long-term business plan and global growth strategy for OPUS. This GTM planning will consider where to play, who to engage, how to win, and then how to keep winning. The CGO will set the GTM strategy for the business, and its commercial solution offerings, through both Direct and Reseller channels. They will also establish KPI’s for all demand generation activities, including brand awareness, driving thought leadership, and fueling lead generation and engagement. We need a thought-leader who can help the Company create a winning blueprint and roadmap.
- **Value Proposition** – As part of this strategic planning process, we need someone who will work closely with the internal Marketing and Sales teams, and with external Reseller partners, to constantly assess and optimize the strategic positioning for this hardware + software solution, with a clear value prop that resonates with Foodservice and Business customers. While Apex has a strong, patented position with their equipment, their technology and their software platform, the market is competitive, and this leader needs to keep Apex OPUS out in front of the market, to drive a leadership story and position.
- **Annual Planning** – Working very closely with the COO, CFO, CEO, and others, lead the annual business (Sales, Marketing, Product) planning process, including strategic plans and tactics required to deliver short-term and long-term financial objectives. Given how critical Resellers and partners are to achieving Apex business objectives, annual plans should be developed with specific consideration of Reseller objectives, and capabilities. Set Sales performance objectives, including appropriate incentives that will motivate both internal Sales team, and external partners/Resellers. Make sure these Sales incentives are reviewed and approved by the COO, CFO and CEO.
- **Lead Generation** – The CGO will oversee the Marketing function, responsible for building brand awareness, stimulating customer engagement and demand, leading to qualified leads. Marketing will leverage a variety of tools to generate these leads, including content (thought leadership), Sales Collateral, Direct Mail, Print, Email, Web Video, Display, Social, and other tactics. Ensure Marketing investments are measured to prove ROI and value, for continued investment. Work with Marketing Director to develop annual plans, and budget, and defend those plans with executive leadership.
- **Revenue Generation** – The most critical deliverable for the new CGO is to drive top line Sales growth, consistent with OPUS’ overall Revenue, Gross Margin and EBITDA targets. They will lead the annual Sales Planning process, including the Reseller channel (90% of the business) and Direct accounts. The CGO will have a scorecard/dashboard of metrics for overall Sales performance measurement, and then develop immediate action plans against any gaps. This approach should also be the foundation for a reliable Sales forecasting process. Again, this Selling effort will be coordinated to include OPUS, Resellers, and a variety of worldwide business partners.

SCOPE OF RESPONSIBILITIES (cont'd)

- **Reseller/Partner Management** – Managing and inspiring a global network of Resellers will be critical to success for the CGO, and for OPUS. The majority of revenue and unit volume will flow through this Reseller channel. It is imperative for OPUS to identify and develop strong, trusting relationships with a variety of partners in this channel, starting with the Company’s current partners. Key to success will be providing Resellers and partners with the right guidance, the right performance incentives, and the right levels of support, to enable their success—before and after the sale. There will be regular, joint business forecasting and planning between OPUS and its partners, and this CGO will lead those efforts, ensuring everything taken to market is consistent with the strategic plan and the financial forecast.
- **Pricing & Contract Management** – Work collaboratively with resellers/partners to develop business proposals, pricing structures, service plans, and other contract terms, that satisfy the needs of every stakeholder, financially, and otherwise. The CGO must ensure all parties are executing against those contracts and he/she will need to get involved when there may be issues to cure, or opportunities to address. Ultimately, each contract must feed into an overall Revenue/Margin/EBITDA agenda for Apex OPUS.
- **Delivery Support & Service** – The LTV of every customer will depend on exceptional execution and support after the sale. There are complexities with this OPUS solution, both on the equipment side and with the software, so undoubtedly, issues will arise. The key for Apex and Resellers is to anticipate these issues and be ready to activate and deploy Tier I Technical Support, Break-Fix Services, and other remedies, so that customers face little downtime. Moreover, because the long-term profitability with this solution is linked to the subscription service, the CGO—and his/her team—will work with IT and Engineers to continually optimize the SaaS aspect of this solution.
- **Product/Solution Innovation** – Innovation will be a critical element of Apex’s OPUS growth strategy. A strong, productive relationship with Apex’ Resellers and strategic partners will be critical to pursuing winning Innovation ideas, together with tight collaboration internally with Apex Sales, Marketing, Engineering, Operations and Finance. The CGO must be a high-level leader in the Innovation process, and the Product Roadmap, working closely with each of these stakeholders to continually understand commercial customer needs, end-user (consumer) needs, and then developing opportunities for relevant innovations, for both hardware and software solutions.
- **Organization Development** – Apex OPUS already has significant, talented resources in-place to support business growth, but the new CGO will need to make a couple key hires. Additionally, the CGO will be responsible for working with each team member to create tailored professional development plans, ensuring everyone is challenged and motivated to learn new skills, expand their experience, and prepare for next-level leadership inside Apex. The CGO will also be responsible for ensuring the business is supported with the right technologies and systems, to enable an aggressive level of growth.

PERFORMANCE MEASURES

- Global Revenue, Gross Profit/Margin, EBITDA
- Account Acquisition and Retention
- Customer and Partner Satisfaction (with OPUS)
- Internal OPUS Employee Satisfaction

REPORTING RELATIONSHIP

The new Chief Growth Officer will report to Mr. Mike Wills, CEO of Apex Supply Chain Technologies. Mike is an experienced executive and independent board member with a demonstrated history of working in the Information and Technology Services industry. Skilled in establishing effective Go-to-market Strategy, Product Development, Marketing Strategy, Management Consulting, and Radio-Frequency Identification (RFID) applications. Mike started with Apex in 2016 as Chief Revenue Officer and has since been promoted to CEO. Prior to Apex, Mike held senior leadership positions with edgeIQ, Waypoint Enterprises, Zebra Technologies, Motorola Solutions, and Intermec Technologies. He earned his MBA from Central Michigan University, and his BS from Taylor University.

STAFF & RESOURCES

The new CGO will likely build an organization of approximately 15 positions over the next 12-18 months, where seven are filled today. The team will handle Marketing, Sales/BD, Channel Management, Integration & Deployment, and Pricing/Contracts. This team is based at Apex headquarters, in Mason, OH (just north of Cincinnati).

INTERNAL OPERATING RELATIONSHIPS

- CEO, COO, CFO
- Marketing
- Product Management
- Customer Success
- Engineering
- Finance
- IT

COMPENSATION & BENEFITS

- Competitive Base Salary
- Bonus & Commissions
- LTIP
- 401(k)
- Comprehensive Health, Vision, Dental Benefits
- PTO, Vacation, Paid Holidays
- Relocation support or Cincinnati (as needed)

LOCATION & TRAVEL DYNAMICS

This individual would ideally be based at the Apex (OPUS) headquarters, in Mason, OH, a northern suburb of Cincinnati. The CEO, COO, CFO, and other senior leaders are all based at the HQ location. That said, Apex wants the best talent, so they are open to this person living anywhere, not moving their family, and traveling as needed—to HQ, and to meet with strategic partners and customers.

CANDIDATE PROFILE

EXPERIENCE BASE

- **Enterprise Sales or Business Development** – Proven breadth and depth of experience in a senior B2B Sales/BD role for a large/mid-sized company. Particularly important will be proven success generating new and add-on revenue. This candidate will have leveraged best practices across a range of sales enablement and CRM tools. Ideally, this experience would be with a business that offers complex solutions, involving both hardware and software (SaaS).
- **Relevant Industries** – We are seeking someone with analogous GTM experience, including the following industries or categories: Foodservice, Healthcare, Technology, Professional Services, and Communications. Ideally, this experience includes selling solutions that combine both hardware/equipment and software/SaaS. Even industries like CPG, or Beverage Alcohol, can be relevant to this business, and this position.
- **Recurring Revenue Business** – Ideally, Sales experience with a recurring revenue service (e.g., Managed Services), where maximizing customer LTV requires being efficient with acquisition, diligent with CRM, and delivering an ongoing perception of superior quality and service, and—most importantly—delivering an experience that exceeds customer expectations. Technology and Tech-Enabled Services (SaaS, computer security), Wireless (service, devices), Business Services, and other Outsourced Services—are all just a few possible backgrounds for this individual.
- **Complex Sales** - Another critical component is experience in - and ability to close – very complex sales. This is similar to selling an enterprise application, as there are typically multiple functions involved on the customer side and the solution will be integrated into the core operations and systems of the company. Demonstrating ROI will include revenue increase, cost decrease, and process efficiency.
- **Broker/Reseller Management** – Given how critical partner and Reseller channels are to Apex OPUS’ success, we need someone with significant experience and capabilities building and managing broker (reseller) networks and operating successfully in multi-tiered distribution businesses.
- **Large + Small Companies** – This position requires someone who has world-class, foundational experience with a large, global player, with later movement into increasingly smaller companies, where resources are leaner, timelines tighter, budgets smaller, etc. This could be recent experience in a PE-owned business, or a challenger company. We need someone who can operate independently, move quickly, make critical decisions, and drive impact and value.
- **New Products, New Markets, & New Channels** – Importantly, we need a CGO who has proven experience supporting the launch of new products, new solutions, and extending existing services and solutions into new markets, new channels and new customer segments. This is an important aspect of the role—driving growth and leveraging existing assets (products) to achieve this incremental revenue as efficiently as possible.

SKILL SET

- Effective communications
 - Intellectual horsepower
 - Strong relationship management, collaboration
 - Solution-based selling
 - Influencing
 - Negotiation skills
 - Complex problem-solving
 - Innovative and creative thinking
 - Highly resourceful
 - Organized, attention-to-detail
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SEARCH CONTACT

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