FRAYT

JOB DESCRIPTION

REVENUE & COMMERCIAL · REPORTS TO CEO

Go-To-Market Leader, VP

PREFERRED LOCATION	WORKPLACE TYPE	TEAM	REPORTS TO
Cincinnati, OH strongly preferred; exceptional remote candidates considered	**Hybrid / Travel Expected**	**Revenue / Commercial**	**CEO**

Who We Are

FRAYT is a maturing tech company with a crowd-sourced delivery platform that connects shippers directly to a nationwide driver network, giving businesses the flexibility, speed, and reliability they need to move cargo on their terms. We provide a range of last mile and middle mile delivery solutions, including on-demand, same-day, and routed services.

Led by our Core Values of Innovation, Transparency, Discipline, and Ownership, we've cultivated a culture that runs deep, both internally and with the customers we serve. We're a team that moves with purpose and takes pride in making our customers' lives easier every single day, striving to embody our Vision: to become the most sought-after logistics network the world has ever seen.

Summary — Our Future GTM Leader

FRAYT is seeking a strategic, hands-on Vice President to lead the company's go-to-market strategy, enterprise sales execution, account growth, and commercial team development during a critical phase of scale. This role is ideal for a builder-oriented revenue leader who thrives in high-growth environments and is equally comfortable developing long-term strategy and personally closing enterprise deals. The initial mission is to reach a $100M milestone in annual gross revenue.

Reporting directly to the CEO, the VP of Revenue will initially operate as a player-coach, carrying a personal quota, leading strategic pursuits, refining commercial infrastructure, and building the revenue organization in real-time. The ideal candidate combines enterprise selling credibility, operational rigor, and startup grit. You're the type of person who rallies others to follow and sets the pace. You should be energized by ambiguity, excited to build, highly accountable to revenue outcomes, and capable of leading through both strategy and execution.

Responsibilities — How You Will Contribute

REVENUE LEADERSHIP & GROWTH STRATEGY

- Own the end-to-end revenue plan to scale FRAYT to $100M+ over the next 2–3 years
- Maintain quarterly accountability for net new logo acquisition, existing account expansion, pipeline coverage, and forecast accuracy
- Develop and execute GTM strategies across enterprise and mid-market segments
- Refine ICPs, account segmentation, vertical prioritization, and enterprise account planning strategies
- Build vertical-specific growth playbooks across ecommerce, retail, food, pharma, manufacturing-distribution, and industrial sectors

Responsibilities (continued)

ENTERPRISE SALES & COMMERCIAL EXECUTION

- Operate as a true player-coach by personally leading enterprise pursuits and carrying a quota during the early stages of team buildout
- Lead and own our strategy towards winning direct shipper brands with key ICP accounts.
- Lead complex enterprise sales cycles involving procurement, RFPs, MSAs, SLAs, pricing negotiations, and multi-year contracts
- Partner closely with the CEO on winning enterprise accounts, strategic expansion opportunities, and evolving our game plan around ICPs
- Drive land-and-expand strategies within existing enterprise accounts while mitigating concentration risk

TEAM BUILDING & ORGANIZATIONAL DEVELOPMENT

- Build, hire, develop, and scale the commercial organization across Sales, Account Management, Sales Engineering, and Marketing
- Define future-state organizational structure, compensation plans, ramp expectations, territory planning, and specialization models
- Recruit and mentor high-performing commercial talent while fostering a collaborative, team-first culture
- Establish clear performance metrics, accountability standards, and coaching processes across the organization

REVENUE OPERATIONS & ANALYTICS

- Build and maintain a data-driven operating cadence across sales and marketing
- Own pipeline coverage metrics, stage conversion analysis, sales cycle tracking, CAC analysis, forecast accuracy, and win/loss reporting
- Develop scalable RevOps infrastructure, including CRM hygiene, reporting frameworks, forecasting processes, sales enablement, and deal desk operations
- Partner cross-functionally with Finance and Operations to optimize pricing strategy, margin discipline, and deal economics

MARKETING & MARKET POSITIONING

- Lead core marketing functions in partnership with the CEO until a dedicated marketing leader is hired
- Oversee ICP definition, positioning, messaging, demand generation, and sales-marketing alignment
- Strengthen FRAYT's market presence through customer engagement, industry events, and brand visibility initiatives

EXECUTIVE LEADERSHIP

- Serve as a member of the executive leadership team and contribute to company-wide strategic planning
- Collaborate cross-functionally with Product, Operations, and Finance leadership to ensure alignment across growth initiatives
- Participate in board-level revenue discussions, strategic planning conversations, fundraising support, and long-term company planning

Qualifications — What You Will Bring

- 10+ years of commercial leadership experience, including at least 5 years in a senior GTM or revenue leadership role (Director of Sales, VP of Sales, Head of GTM, or similar leadership roles)
- Proven track record scaling high-growth organizational revenue
- Demonstrated success personally owning and delivering revenue targets, not solely contributing as part of a larger organization
- Experience building and scaling commercial teams from sub-10 employees to 20–40+ team members
- Strong enterprise selling experience across long-cycle, procurement-heavy deals and repeatable mid-market motions
- Experience operating within venture-backed, PE-backed, or high-growth technology companies with board-level accountability
- Last-mile logistics, freight-tech, supply chain SaaS, parcel/courier, fleet marketplace, or adjacent logistics industry experience strongly preferred
- Existing relationships within shipper-side organizations and/or 3PL/broker networks preferred

Benefits

As a growing startup, FRAYT continues to expand and enhance its benefits offerings. Along with a supportive, transparent, and rewarding work culture, we proudly offer:

- **Leadership-level equity / stock options**
- **Competitive executive compensation + incentives**
- **Health benefits (medical, dental, vision)**
- **401(k) Plan**
- **Generous PTO**
- **9 Company Holidays / year**
- **Parental leave**
- **Phone allowance**
- **Hybrid, remote-first model with bi-weekly team meetings**
- **Significant opportunity to shape a rapidly scaling organization**

Life at FRAYT

- We know that having the right people with the right attitude and discipline is a major part of our success. Living our values is essential to succeeding in this role.
- We foster a decentralized culture that promotes individual and team ownership to solve problems, recognize trends, and collaborate across departments with minimal management oversight.
- We value transparency by regularly sharing monthly financials, progress updates, new opportunities, challenges, and goals.
- We support one another at FRAYT. Your colleagues want to see you succeed and will work hard to help you do so.
- We are disciplined in our work and deliver amazing results to our customers. When you see our loyal customer base, you'll be proud to be at FRAYT.

FRAYT ON.

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