

# Vice President of Growth & Marketing Services

**Company:** Noteefy

**Reports to:** CEO / Executive Leadership Team

**Level:** Vice President

## Position Overview

The Vice President of Growth & Marketing Services is a senior leadership role responsible for building, growing, and scaling Noteefy's Marketing Services business into a significant revenue-generating arm of the company.

The VP will own the vision, strategy, go-to-market approach, client growth, service development, and overall performance of the Marketing Services division, creating a modern marketing offering specifically designed for golf operators.

Combining Noteefy's technology, industry expertise, data, automation, AI, and marketing capabilities, this leader will develop solutions that help golf courses and operators increase demand, drive rounds and revenue, strengthen customer engagement, and improve the overall golfer experience.

In addition to leading Marketing Services, the VP will contribute to Noteefy's broader growth, brand, partnerships, and market positioning as a member of the leadership team.

## Primary Responsibilities

### Build & Scale the Marketing Services Business

- Develop and execute the long-term vision and growth strategy for Noteefy Marketing Services.
- Build Marketing Services into a scalable and profitable revenue stream for the company.
- Define the division's service portfolio, positioning, pricing, packaging, and delivery model.
- Establish annual revenue goals, growth targets, budgets, and key performance indicators.

- Identify opportunities to create recurring and scalable revenue through retainers, packaged services, technology-enabled marketing solutions, and strategic consulting.
- Continuously evaluate new services and capabilities based on client needs, industry trends, technology, and market opportunities.
- Build the operational infrastructure required to efficiently scale the business.

### **Revenue Growth & Business Development**

- Own the growth strategy and revenue pipeline for Marketing Services.
- Partner with Noteefy sales and leadership to introduce Marketing Services across the existing customer base.
- Identify opportunities to expand relationships with existing Noteefy clients through additional marketing solutions.
- Develop strategies to acquire new Marketing Services clients both within and beyond Noteefy's existing customer ecosystem.
- Lead strategic pitches, proposals, presentations, and executive-level client conversations.
- Develop strategic partnerships that expand Noteefy's marketing capabilities and create new revenue opportunities.
- Establish a strong pipeline of recurring Marketing Services revenue.

### **Client Strategy & Results**

- Serve as a senior strategic advisor to key Marketing Services clients.
- Develop integrated marketing strategies tied directly to client business objectives and measurable results.
- Help golf operators drive rounds, revenue, events, memberships, loyalty, engagement, and customer retention.
- Connect Noteefy technology and customer data with marketing strategy to create more targeted and effective campaigns.
- Establish clear reporting and performance measurement across client programs.

- Develop benchmarks, case studies, and success stories that demonstrate the impact of Noteefy Marketing Services and support future business development.

### **Marketing Innovation, Technology & AI**

- Develop a differentiated marketing model that leverages technology, automation, data, and AI to deliver stronger results more efficiently.
- Identify opportunities to integrate Noteefy products and data into client marketing programs.
- Evaluate and implement platforms, tools, and technology that improve marketing performance and operational efficiency.
- Develop new technology-enabled marketing products and services that can scale across multiple clients.
- Keep Noteefy and its clients ahead of emerging trends across golf, hospitality, consumer marketing, digital media, and AI.

### **Team & Capability Development**

- Determine the organizational structure and capabilities required to scale Marketing Services.
- Build and lead a high-performing marketing services team as revenue grows.
- Identify where capabilities should be developed internally versus through specialized agency, freelance, technology, or strategic partners.
- Establish workflows, processes, standards, and technology that allow the organization to efficiently manage a growing client portfolio.
- Develop a culture centered on strategic thinking, creativity, innovation, accountability, and measurable business results.

### **Noteefy Growth, Brand & Industry Positioning**

- Partner with executive leadership on broader company growth initiatives and go-to-market strategy.
- Support the positioning of Noteefy as a leading technology, AI, marketing, and innovation partner for the golf industry.

- Develop thought leadership and industry storytelling around the intersection of marketing, technology, AI, customer experience, and revenue optimization.
- Identify strategic partnerships and industry relationships that increase Noteefy's visibility and create new business opportunities.
- Represent Noteefy at industry events, conferences, panels, and strategic meetings.

### **Key Measures of Success**

The primary measure of success for this role will be the growth and performance of Noteefy Marketing Services, including:

- Marketing Services revenue growth
- Recurring revenue and contracted client value
- New client acquisition
- Expansion of Marketing Services across existing Noteefy clients
- Client retention and account growth
- Marketing Services profitability and margins
- Client performance and measurable ROI
- Development and adoption of new service offerings
- Marketing Services pipeline growth
- Successful development of a scalable team and operating model

Secondary measures will include Noteefy brand growth, strategic partnerships, industry visibility, and contribution to overall company growth.

### **Ideal Candidate**

The ideal candidate is an entrepreneurial senior marketing executive who combines business-building experience with deep marketing expertise.

This individual is excited by the opportunity to build a business within a high-growth technology company, developing the strategy while also creating the team, services, processes, partnerships, and client relationships necessary to scale it.

The successful candidate will bring:

- Senior-level marketing, growth, agency, or business leadership experience.
- Demonstrated ability to generate revenue and build or scale marketing services, business units, or client portfolios.
- Strong understanding of brand, digital marketing, CRM, paid media, content, communications, social media, analytics, automation, and customer engagement.
- Experience connecting marketing activity to measurable business and revenue outcomes.
- Strong understanding of emerging AI and marketing technologies.
- Experience developing executive-level client relationships and leading strategic pitches and presentations.
- Ability to build teams and manage internal and external resources.
- Strong commercial instincts and an entrepreneurial, builder-oriented mindset.
- Experience in golf, sports, hospitality, technology, SaaS, or agency environments is highly valuable.