MASTERWORKS



MASTERWORKS, INC.

Account Executive, Print

carterbaldwin
search done better™

ABOUT MASTERWORKS

Masterworks Inc. is a collection of marketing and donor fundraising solutions built to help non-profits, Christian ministries and other faith-based organizations grow and thrive. Its businesses include the Masterworks agency; Historic, the leading go-to-market partner for brands that need to engage more deeply with Christian audiences; Infinite Media, a digital media company that helps customers reach engaged Christians online through paid digital advertising; and Masterworks' direct mail production and fulfillment operation (often referred to as Mailwell). Together, they cover fundraising, strategy, creative, data, digital media, and print, allowing Masterworks to serve organizations of different sizes and at various stages of growth.

Central to Masterworks' approach is its Masterworks Response Index (MRI), a proprietary donor segmentation model that predicts donor response and value. MRI helps clients spend less on production and printing while reaching donors who are most likely to give. Alongside MRI, Masterworks' proprietary data platform Epiphany, a real-time, web-based reporting and analytics dashboard, gives clients real-time visibility into donor and campaign performance across every channel, from direct mail to digital media. Together, MRI and Epiphany support Masterworks value proposition as a data-driven, results-accountable partner.

Masterworks has a 35-year history helping national ministries and faith-based organizations raise the money they need to do their work. Founded in 1989 and led for decades by former World Vision marketing leader Steve Woodworth, the agency grew through reputation and results, without outside capital. Masterworks has long-standing relationships with some of the most recognized names in the space, including Focus on the Family, InterVarsity, Prison Fellowship, and Food for the Hungry.

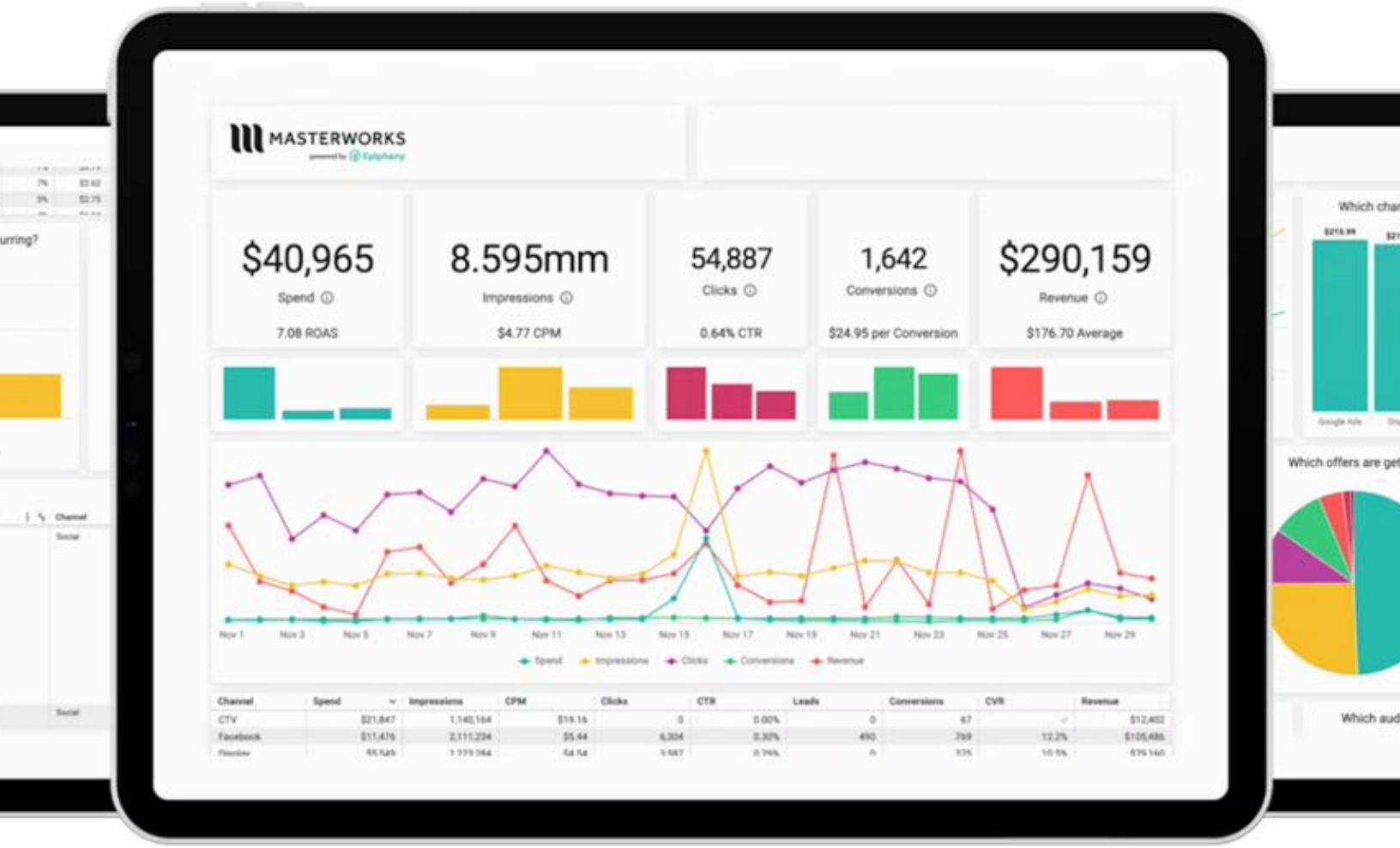
Masterworks has grown well beyond its traditional agency model. Across its businesses, the work spans direct mail and print, digital media, data and analytics, creative, organizational strategy, and a proprietary Christian ad network that reaches values-aligned audiences at scale. The Masterworks agency has also been building machine learning models for donor selection and monthly giving for the better part of a decade. What ties it all together is an understanding of how ministries operate, real technical ability, a clear focus on measurable results, and genuine passion for their clients' missions.

Today, Masterworks is a large organization with ~150 team members across the country. Masterworks Inc. is also a wholly owned subsidiary of Gloo (NASDAQ: GLOO), a Boulder-based technology platform serving the faith ecosystem. While Masterworks operates as a separate company, with its own CEO, leadership team, and operating rhythm, the connection to Gloo gives Masterworks access to a larger data and technology platform and reach into more than 140,000 churches and ministry leaders. Masterworks has retained its own brand and identity and serves as the anchor of what Gloo calls "powering reach," its marketing capability for the faith ecosystem. Woodworth now serves as Executive Chairman, and Bryan Brown, a longtime Masterworks leader, is President and CEO of the entire Masterworks enterprise.

THE OPPORTUNITY

Masterworks is in growth mode, with one of the key momentum areas being the expansion of its printing network (Mailwell). The print network is Masterworks' direct mail printing production and fulfillment capability which provides organizations with an alternative to working directly with outside print vendors. Masterworks' Mailwell operation manages production and print buying across a network of commercial print vendors, data processors, and lettershops. Their solution gives ministries and nonprofits a professionally managed process, pre-screened print vendors, and the leverage Masterworks' scale brings to print budgets. And, when combined with the broader solutions and engagements Masterworks provides, print spend gets managed and optimized in the context of a larger fundraising strategy for the client. This is better stewardship.

To help drive more sales, Masterworks is adding a new Print Account Executive to its growth team. The Account Executive is an individual hunter role. They will build a pipeline from scratch, open doors, run the full sales cycle, and close new business ... winning work that is typically going directly to print houses.



ACCOUNT EXECUTIVE, PRINT

The printing network Account Executive is akin to a traditional print or production sales professional ... someone who has sold direct mail production, print manufacturing, or fulfillment services and understands how to win an organization's business away from an incumbent vendor. The ideal candidate is a proven hunter who thrives in a commission-driven environment, comfortable carrying quota risk in exchange for uncapped upside. They will be energized by building a pipeline from scratch and closing new business with nonprofit, ministry, and mission-driven targets (this is not an account management or retention role).

Print and direct mail is a small world. People know each other, the details matter, and a buyer can tell inside of five minutes whether the person across the table genuinely understands production. The right person can talk formats, data files, postal, print schedules, and fulfillment without reaching for help ... as they open doors, run deals, and close them.

KEY RESPONSIBILITIES

- Build a target list of ministries, faith-based nonprofits, and other good works organizations already spending real money on print and direct mail, or who are good targets to do so.
- Work that list personally, using cold outreach, referrals, and industry relationships to open doors.
- Get in front of the people who control print and production budgets.
- Sell the whole scope: production management and fulfillment, not just the print run.
- Run the full sales cycle, from first conversation through specs, pricing, proposal, and close.
- Bring in the strategy, data, and creative teams when the conversation is bigger than a print order.
- Hand new wins off cleanly to the production and vendor team, setting up the first job for a clean run.
- Manage to internal metrics and weekly reporting cadence (including active participation in the weekly Masterworks "growth pulse" meeting). Comfortable in a high performance, rigorous, and sometimes intense environment around growth and stewardship.



IDEAL CANDIDATE PROFILE

The focus here is on new business. The right person gets energy from finding new opportunities, earning the first meeting, and moving a deal all the way to a decision. They are self-directed, persistent, and comfortable carrying an individual number, but they know when to bring in the right people from across Masterworks.

This seat needs real channel expertise. The print seller must understand how direct mail, print production, and fulfillment works so they can credibly win business these organizations are placing with other production vendors. This is a small, tight-knit world where people know each other, and knowing how it operates matters. This seller also has to be able to show a client a clear return on what they spend.

Authentic, credible relationship development in the faith driven ecosystem Masterworks sells to is also essential. Sales cycles, buying dynamics, and trust building are all unique in the faith ecosystem, and the successful new AE will know how to navigate that well.

KEY EXPERIENCES, COMPETENCIES & ATTRIBUTES

- A track record of hunting and closing new business: carrying an individual quota, building a pipeline from scratch, and running the full sales process independently.
- Relevant experience selling print, direct mail, or production-heavy marketing services.
- Comfort with specs, timelines, and the production side of the work, enough to be credible with a buyer who lives in it every day.
- The ability to talk about data, results, and ROI in clear, practical terms.
- Direct experience selling to or working with Christian ministries and nonprofits. Trust is how these relationships are earned.
- A self-starting, persistent approach and comfort working in a fast-moving environment.
- Intellectual curiosity. A real interest in the data, the audience, and why a campaign worked.
- The judgment to work independently while collaborating well with internal teams.





CONTACT

CarterBaldwin Executive Search is honored to partner with Masterworks on this search. Inquiries, applications, and nominations are welcomed in confidence.

David Clapp

MANAGING PARTNER

678.448.0009
dclapp@carterbaldwin.com

Mike Little

CONSULTANT

678.448.0014
mlittle@carterbaldwin.com

carterbaldwin
search done better™