

## **Growth & GTM Lead**

### **Contract-to-Hire | Remote (US Only, Chicago Preferred)**

#### **About the Company**

We're building AI-powered 3D training and learning systems that help enterprise teams train, learn, and operate more effectively. By combining immersive technology, AI, and modern learning experiences, we enable organizations to improve engagement, retention, and operational performance at scale.

We're now looking for a highly execution-oriented Growth & GTM Lead to help accelerate market traction, sharpen positioning, and build scalable outbound and content-driven growth systems from the ground up.

#### **The Opportunity**

This is a hands-on, high-impact role for someone who thrives in early-stage environments and enjoys turning ideas into repeatable GTM execution.

You'll work directly with the CEO and leadership team to shape messaging, experiment with growth strategies, drive outbound pipeline generation, and establish scalable go-to-market processes.

We're looking for someone who combines strategic thinking with strong execution — someone comfortable testing quickly, iterating based on feedback, and building systems in ambiguous environments.

#### **What You'll Own**

- Build and execute outbound growth initiatives across multiple channels
- Develop and refine messaging for different ICPs, buyer personas, and use cases
- Generate qualified meetings and pipeline opportunities
- Create outbound sequences and continuously optimize conversion performance
- Establish and maintain a consistent LinkedIn and content-led growth cadence
- Run growth experiments and iterate quickly based on performance data
- Partner closely with founders and leadership on GTM strategy and positioning
- Help create scalable demand generation and outbound processes from zero to one

#### **Ideal Background**

- 5+ years of experience in Growth, GTM, Demand Generation, Product Marketing, or PLG-focused roles
- Experience working in startups or fast-moving early-stage environments
- Strong outbound, messaging, positioning, and pipeline generation experience
- Comfortable running experiments and making data-driven decisions
- Excellent communication, copywriting, and storytelling skills
- Proven ability to execute independently with high ownership
- Experience working closely with founders or executive teams is a strong plus
- Background in B2B SaaS and/or AI startups preferred

### Nice to Have

- Experience with Product-Led Growth (PLG) motions
- Familiarity with LinkedIn-led growth and founder branding strategies
- Experience building outbound systems from scratch
- Exposure to AI, training, learning, XR, or immersive technology markets

### Engagement Details

- Initial contract role with strong potential to convert to full-time
- Competitive hourly compensation from day one
- Fully remote within the US (Chicago preferred)
- High ownership, autonomy, and visibility across the organization
- Opportunity to shape the company's GTM foundation at an early stage

### Application Process

To apply, please share:

- An outbound sequence you've written OR a LinkedIn post you created
- A messaging or positioning example you're proud of
- Bonus: a workflow, automation, or GTM system you've built