

# Leaders

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# SURE~~LL~~x

**OPPORTUNITY PROFILE**  
**Head of Sales**



## About Our Client

SureWx (“SureWeather”) is a world leader in all-weather operations assurance solutions for the aviation industry. Airlines all over the world depend on SureWx to achieve superior operational performance in adverse weather conditions. Each winter season, on hundreds of thousands of flights, pilots rely on their platform to help make critical “go or no-go” decisions, increase on-time performance, and reduce carbon emissions.

SureWx’s customers and partners include over a hundred major airlines, airports, and ground service providers worldwide. The SureWx service is backed by real-time meteorological intelligence provided by their proprietary network of weather determination systems which they operate at airports across North America and Europe. The SureWx solution is totally unique in the market and has no direct competition. They are the only provider in the world that meets stringent regulations set out by the FAA, Transport Canada and EASA.

What SureWx does is hard. Their expertise spans a wide range of disciplines including aviation operations, meteorology, IoT, artificial intelligence, cloud infrastructure, and mobile applications. They are a small, but mighty team making an enormous impact on global aviation. At SureWx, you will help realize their vision of a world brought closer by resilient, efficient, and sustainable aviation.

Our client is a fully-remote, global team that values empathy, autonomy, excellence, curiosity, agility, teamwork, and a relentless focus on serving their customers.

## The Role: Head of Sales

SureWx, a trusted partner to the global aviation industry, is seeking a proven enterprise sales leader to join its executive team as Head of Sales. Reporting directly to the CEO, this individual will drive sustainable revenue growth by leading complex, multi-stakeholder technology sales cycles, often at the seven-figure level.

The successful candidate will bring a track record of durable enterprise growth, mastery of structured sales methodologies (such as Strategic Selling), and the ability to lead from the front — balancing strategic vision with hands-on execution. They will mentor and develop an international high-performing team spanning sales, account management, and subject matter experts while building lasting executive relationships with airline and airport customers worldwide.

This role requires a collaborative, disciplined, and customer-centric leader who thrives in long-cycle enterprise sales and has the presence to engage senior executives with credibility. Aviation experience is advantageous but not essential; what matters most is the ability to deliver results in a global, complex, relationship-driven enterprise environment.

The Head of Sales will play a pivotal role in shaping SureWx's growth trajectory, expanding its international footprint, and strengthening its position as a trusted partner to leading airlines and airports.

## Role and Key Responsibilities

- Delivering strong and *durable* revenue growth (we are not a growth-at-all-costs business, and have near-zero churn).
- Developing and closing seven-figure technology sales opportunities with large, complex, multi-stakeholder enterprise customers.
- Implementing a rigorous enterprise sales methodology and process (Strategic Selling, or similar)
- Growing, mentoring, and managing a small group of high-performance professionals spanning sales, account management, and subject matter experts.
- Leading from the front: Blending strategic vision with hands-on execution (SureWx is a team of doers at all levels).
- Representing Sales in strategic planning with the leadership team and board of directors
- Traveling multiple times per quarter, primarily in North America and Europe.

## The Person

- 10+ years overall professional technology sales experience with complex enterprise customers in a regulated industry. Experience within aviation is considered an asset but not a requirement.
- Proven track record of building strong, cohesive and disciplined remote teams focused on the strategic mission of the business.

- Team player and natural leader who thrives in front of the customer at both working and executive levels.
- Experience with complex bid processes and RFP submissions for large enterprise customers.
- Ability to learn and understand at a high level the technical aspects of SureWx's products and services.
- Strong business and commercial acumen with extensive experience negotiating legal agreements.
- Ability to work with a global, multi-cultural team with primary working hours being in the Eastern time zone.

## Key Success Factors

- **Positive Leadership Skills** – Entrepreneurial. Must have presence and personality to be the face of the company to the market. The candidate must possess the ability to inspire and motivate others through respect, integrity, enthusiasm, tact and the ability to formulate vision and direction. Promoting a positive workplace culture will combine with an ability to work effectively as part of a professional executive team.
- **Leading from the Front** – All leaders at SureWx are highly-skilled, hands-on executors in their respective disciplines, in addition to being team managers. The successful candidate will be a hands-on salesperson, working with their team to drive sales on the front lines of the business.
- **Interpersonal and Communication Skills** –Has an open, honest and consistent approach to working with others. Ability to communicate effectively at all levels, both informally and formally. Is an active listener and has excellent presentation and public speaking skills. Has excellent marketing skills and enjoys interaction with clients.
- **Personal Management Skills** – Demonstrates self-confidence, interpersonal flexibility and perseverance. Can manage heavy workloads and tight deadlines. Can analyze and assess complex, uncertain situations and make clear recommendations both internally and externally. Has a proven track record of building sales teams and getting results.
- **Sound Judgement** – The ability to act quickly and decisively, using sound judgement – prone to action rather than reaction. Guided in their actions by solid business instincts, strong ethics, integrity and sound business judgment that comes from experience. The candidate must be committed to the organization and have complete confidence in their ability to become a respected and trusted member of the executive management team.

## Compensation

A competitive compensation package will be provided. Further details will be discussed in a personal interview.

## Express Your Enthusiasm

Please email a convincing cover letter and tailored resume (PDF or Word document only) to **John Dugdale or Chelsey Howarth** at [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com) indicating the job title in the subject line of the email.

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