



**Natron Energy**

*Energy Storage Innovations*

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## **HEAD OF SALES – DATA CENTER**

*Santa Clara, CA*

Natron Energy is transforming industrial and grid energy storage with the development of a radical new battery technology. The company has developed a next-generation, patented battery cell chemistry based on Prussian blue electrodes and a sodium-ion electrolyte, delivering a breakthrough in power density, cycle life, and safety at a very low cost. This technology is poised to become the go-to solution for multi-\$Billion markets including UPS, forklifts, and grid energy storage solutions.

### The Technology:

Prussian blue is a commodity consumer product pigment that has a unique crystal structure capable of absorbing and releasing charge more rapidly and reversibly than any other battery electrode. Natron's proprietary grades of Prussian blue deliver world class battery performance from a materials commodity retailing at 1/10<sup>th</sup> the cost of conventional electrode materials.

Natron's battery packs can be fully discharged in as little as one minute and fully recharged in less than ten minutes. They have a proven deep discharge cycle life of over sixty thousand cycles. They are non-flammable, contain no lead or acid, and survive electrical faults with no damage. These characteristics result in a unique value proposition for stationary applications including data center UPS, fast charge forklifts, EV fast charging support, and behind-the-meter grid applications.

Today, Natron's rack mounted battery packs are in customer validation testing by world leading system integrators and data center operators. Natron is backed by four leading venture capital firms and has received support from ARPA-E.

### The Position:

Natron seeks a Head of Sales to convert existing relationships in the data center space into sales and continue to generate revenue in the industry. Together with the CEO, this Executive will lead the company forward towards profitability, with a goal to achieve \$1M in in 2019 and a breakthrough goal to achieve \$10M in 2020 and help make Natron the new standard in data center storage.

The person for this position is a driven, results-oriented problem solver with a track record of building high impact relationships and selling solutions into the data center. Qualified candidates have a value-based, data driven approach to sales and are comfortable making company-defining strategic decisions. He or she will act as one of the company's primary sales leader to our first and potentially largest market opportunity the data center.

Over time, this person will build a team that will support lead generation and deal creation. The person for this position does what it takes to build a company to be proud of that offers products to truly stand behind.

### SPMB Perspective:

Storage is the key to optimizing a renewable energy grid. Natron's high power density, rapid discharge technology makes it uniquely suited for the data center power. The data center is Natron's first and

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most critical market, and this Sales Leader will play a key role in driving the company's revenue, validating and expanding the customer base, and eventually building a team that can scale.

Responsibilities:

- Define and drive a holistic go-to-market strategy for the data center.
- Build customer relationships from initial engagement to sale closure and renewal.
- Negotiate strategic and/or commercial deals with customers within the data center.
- Take responsibility for meeting/exceeding agreed upon sales targets. Communicate progress in customer sales and accurate forecast information to Natron's Board of Directors.
- Understand customers' detailed product requirements and communicate those requirements to Natron's product engineering team.
- Gain and practice a deep technical understanding of Natron's technology and products to effectively sell Natron's technology fit for the Data Center.
- Attract top talent. Build a strong sales team capable of navigating a complex sale to the data center.

Experience and Skills:

- At least 10+ years of direct sales experience for hardware technology products in the data center space.
- Track record of successful negotiation of complex enterprise sales from highly regarded, early stage companies that have seen revenue from ~0-\$10M+ in sales.
- Experience taking a business through meaningful revenue ramp and consistently exceeding and leading others to exceed revenue targets.
- Creative problem solver with a track record for competing and winning against entrenched incumbents.
- Ability to communicate technology attributes fluently in a way that persuades tech-savvy audiences to engage with Natron.
- Recognized as a thought leader in the data center space with a track record for successful public representation of the company (conference presentations/panels, etc.).
- Prior experience hiring and managing sales and sales operations teams.
- Willingness to travel, domestically and overseas.
- Your former colleagues at all levels of the organization speak highly of both your performance and teamwork.

Desired Personal Characteristics:

- Ability to work in an entrepreneurial growth environment. Energetic. Hands on.
- An evangelist who has the ability to build a well-regarded market presence for Natron Energy.
- Motivated to solve the sales model challenge first and build a team second.
- Outstanding communication skills and strong presence and charisma in press, customer, and internal meetings. A key company spokesperson.
- Highly self-aware, collaborative, and open to feedback.
- Self-driven. Proactive. Takes initiative.
- Action and results-oriented.
- Unquestionable integrity, credibility, and character. Transparent.
- Technical sales acumen with a mathematics mindset.

Logistics:

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- Compensation: Competitive base salary and commission structure. Compelling equity.
- Location-We are comfortable with this Sales Leader working remote but close communication with HQ is required.

Contact Information:

**Contacts**

[Todd Greenhalgh](#), Partner, SPMB

Email: [todd@spmb.com](mailto:todd@spmb.com)

Office: 415.462.8103

Mobile: 415.412.7034

[Lindsay Hayes](#), Associate, SPMB

Email: [lhayes@spmb.com](mailto:lhayes@spmb.com)

Office: 415.886.3546

Mobile: 949.258.2328

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