

## Position Overview and Role Profile

**Position:** Group Chief Revenue Officer

**Location:** Remote (preferred location aligned with Alaris markets & NATO regions)

**Sector:** RF and Microwave antenna technology for satellite communications, commercial, and defence applications

**Package:** competitive salary, medical and benefits package with annual bonus of up to 3 months (with over performance increases) based on personal criteria, company performance and group achievements; long-term incentive plan (share options) in Alaris the RF Technology Group Ltd.

**Reporting to:** the Group CEO.

Founded in 1997, Alaris Group is a global radio frequency (RF) technology Group. The Group prioritizes the creation of its own products and safeguarding its intellectual property. It delivers technologically advanced solutions and products to various sectors, including defence, aviation, marine, wireless, industrial, healthcare, research communities, and government institutes. The Group strives to become a dependable technical advisor and partner in the RF technology field, as reflected in its customer-focused approach.

An acquisitive group, based in the UK and until 2022 listed on the JSE (South Africa) the group operates with a strong governance backbone and maintains the 'listed' standards and reporting for the benefit of its stakeholders. This drives site reporting and processes beyond that of an SME, the job holder must be comfortable operating across this spectrum and within an international group structure.

Following growth, we are seeking a highly entrepreneurial, solutions orientated, results driven, experienced professional to join our c-suite as Group Chief Revenue Officer ("CRO"), to harmonise, drive and grow our company.

The CRO is responsible for driving group-wide sustainable revenue growth, commercial excellence, and strategic sales execution across the Alaris Group.

The role exists to unlock the full commercial potential of the group, particularly by leading and converting complex, multi-subsidary opportunities. You will act as the single point of accountability for all significant and cross-subsidary commercial opportunities, ensuring disciplined pricing, effective coordination, and successful conversion into profitable, long-term business.

You will work closely with the COO to operate with shared accountability, aligning sales ambition with operational capacity, resource planning, and service performance.

The incumbent must be willing to travel internationally monthly as a significant amount of travel is required for this role and operate within time zones that suit our customers and colleagues alike.

**Key Responsibilities include (but not confined to):**

- **Revenue Strategy & Growth**  
Define and execute the group-wide commercial and revenue strategy to deliver sustained growth aligned to business priorities and market focus.
- **Revenue Performance & KPI Optimisation**  
Drive improvements in pipeline velocity, conversion rates, deal size, and margin through rigorous KPI tracking and performance management.
- **Customer Value & Cross-Selling**  
Embed a “one group” approach, maximising customer value through cross-selling, upselling, and focus on strategic, long-term accounts.
- **Sales Operating Model & Structure**  
Design and implement a scalable, efficient global sales model, optimising regional hubs, local-for-local execution, and account ownership clarity.
- **Commercial Leadership & Team Performance**  
Build, align, and lead a high-performing commercial organisation across sales, marketing, and customer success.
- **Strategic Sales & Complex Deal Leadership**  
Lead and coordinate high-value, multi-entity bids, ensuring alignment, governance, and successful execution across geographies and functions.
- **Pricing, Deal Governance & Commercial Discipline**  
Oversee pricing strategy, approve major deals, enforce margin protection, and ensure strong commercial governance and contract integrity.
- **Performance Reporting & Executive Insight**  
Establish robust forecasting and reporting frameworks, using data-driven insights to inform decisions and update the Executive Team and Board, through use of the group’s CRM.

**Required skills and experience:**

- Proven experience in a similar role within a fast pace, growing small or medium sized enterprise, preferably in the RF antenna / microwave / engineering and manufacturing space. Experience within defence, aviation or communications industry is desirable
- Proven track record in sales leadership, revenue growth, and commercial strategy
- Extensive experience across sales, marketing, customer success, and account management
- Strong understanding of go-to-market strategy, pricing, and revenue operations
- Significant experience leading global or multi-entity commercial teams
- Demonstrated ability to operate at executive / C-suite level
- Experience managing complex, high-value deals and large enterprise clients, demonstrating as hands on approach
- Strong grasp of financial metrics (revenue forecasting, margins)
- Ability to use data and analytics to drive performance and decision-making
- Experience designing and scaling sales operating models, organisational structures and executing transformational change
- Track record in business transformation, integration, or scaling growth businesses
- Ability to influence at board level and manage senior stakeholder relationships

- Strong customer-facing credibility with key accounts and partners
- Sector-specific expertise
- Familiarity with CRM systems, sales tools, and revenue operations platforms
- Exceptional communication and interpersonal skills
- Ability to multi-task, juggle internal and external pressures, and work within a P/Equity backed and growing international group
- Flexibility, willingness to travel, whilst being able to roll up your sleeves and make it happen are all essential skills for the successful candidate

Candidates should ideally have at least 10 years' leadership experience, including 5 or more years leading teams across multiple territories.

Languages are beneficial including German. English language, written and oral essential, with an ability to present and prepare reports and external documentation.

Candidates should be computer literate and be able to competently operate MS Word/Excel and PowerPoint whilst experience with Dynamics MS Business Central; Sales Force and RF simulation tools (i.e. MATLAB, FEKO, CST) would all be beneficial.

An understanding of defence/security regulations; CMMC / cyber security; ISO standards are desirable as the Company is highly accredited and must successfully work within these parameters.

## **Qualifications**

Beneficial:

- Degree in engineering, (Electronic, Industrial, Mechanical) or degree in Business, Finance, Marketing, Economics with the supported relevant technical experience

All members of the company are to abide by and uphold the Group’s policies and procedures.

**Annex A: Job holder requirements, key attributes of the role and responsibilities**

1. Position	
<b>Name &amp; surname:</b>	
<b>Position title:</b>	Group CRO
<b>Department:</b>	Group Executive
<b>Reporting to:</b>	Group CEO

2. Job holder requirements	
<b>Education (essential):</b>	BS in Engineering (Electrical, Mechanical or Manufacturing), or BA/BS/BSC in Business, Finance, Marketing, Economics with the supported relevant technical experience
<b>Education (suggested):</b>	Advanced Engineering Degree (master’s or PhD in Electrical, Mechanical or Manufacturing") or MBA / CPA or equivalent
<b>Minimum relevant work experience:</b>	10+ years working at leadership level, of which 5 have been spent leading teams across multiple territory’s
<b>Applicable experience – Summarised (essential)</b>	<ul style="list-style-type: none"> <li>• Commercial and Functional Experience</li> <li>• Leadership and Strategic Experience</li> <li>• Analytical and Financial Acumen</li> <li>• Operational &amp; Transformation Capability</li> <li>• Stakeholder and Relationship Management</li> </ul>
<b>Applicable experience (suggested):</b>	<ul style="list-style-type: none"> <li>• Previous experience working in PE backed / Investor led environments</li> <li>• Board reporting, value creation plans</li> <li>• Advanced Pricing and Monetisation expertise</li> </ul>
<b>Computer literacy (essential):</b>	<ul style="list-style-type: none"> <li>• Strong ability to communicate and interrogate information and reports</li> <li>• Proficient use of the MS suite essential, including Word; Excel and PowerPoint; understanding of CMMC compliance</li> <li>• Proficient in the use of CRM systems</li> </ul>
<b>Computer literacy (suggested):</b>	<ul style="list-style-type: none"> <li>• Microsoft Dynamics Business Central</li> <li>• BI tools</li> </ul>
<b>Language proficiency:</b>	English essential (any other language would be advantageous)

3. Key characterises	
<b>Other Characteristics: Based on the Values and Competency Frameworks of the Company, the Group and the role</b>	<ul style="list-style-type: none"> <li>• Highly entrepreneurial and possessing a strong personal drive.</li> <li>• Solutions oriented with a focus on the success of their customers.</li> <li>• Professional, persuasive and influential.</li> <li>• Demonstratable experience negotiating with and reaching successful outcomes with customers, peers and partners.</li> <li>• Commercially Driven (Revenue Instinct)</li> <li>• Charismatic &amp; Energetic</li> </ul>

### 3. Key characterises

- Customer-Obsessed
- Relationship-Oriented
- Strategic, but Opportunity-Focused
- Competitive Nature
- Resilient to rejection and criticism
- Fast-Moving & Action-Oriented
- Confident (with Presence)
- Adaptable Communicator
- Risk-Tolerant (Calculated)
- Collaborative but Assertive
- Big-Picture Market Thinker
- Integrity/ethics beyond reproach, must be open and honest, 100% trustworthy and confidential
- Be able to build a successful team and work within an international Group, enshrine group focus
- Skilled negotiator with the ability to close deals
- Strong understanding of a small business environment, regulations including corporate law, management best practices / quality standards; health & safety and employment legislation / quality standards (e.g. ISO9001); Cyber security (CMMC / 365 High) and environmental standards
- Comfortable to manage conflict / resolution skills
- Able to work across different time zones