



VP Sales

About Cala Systems, Inc.

Cala designs and builds intelligent heat pump water heaters that redefine the water heating industry. Combining advanced sensors, hardware, and predictive controls, Cala's system learns each home's unique hot water needs to improve hot water comfort, maximize savings, minimize carbon emissions, and provide first-of-a-kind features such as integrating with home solar and battery systems. Built by energy and hardware industry veterans and backed by leading climate and water investors, Cala will begin initial deliveries in the first half of 2025.

The Role, At-a-Glance

You'll develop and lead all sales-related aspects of Cala's business, with a specific focus on the building products industries and professional installers. You'll translate our strategy into an achievable plan and then execute against it by building and leading a team of inside, outside sales people.

What Will I Do?

- Execute and/or lead market analyses in areas including segmentation, pricing, competitive analysis, and more
- Establish pipeline metrics and manage the team to achieve its sales objectives in both leading and lagging indicators
- Oversee the development of professional, high quality sales materials
- Hire and manage all sales team members
- Personally sell and manage key accounts
- Work cross-functionally with marketing, manufacturing, and engineering to launch and rapidly scale our revenue
- As a member of the management team, you will actively contribute in areas such as strategy, annual planning, culture, finance, and administration

What Qualifications Do I Need?

- 12+ years in sales expertise, including significant time at a supervisory and senior management level
- 6+ years experience in building-products industry, especially residential products
- A broad set of leadership competencies that include strong communication and management skills, ability to drive business insights and analyses, ability to collaborate cross functionally, and effective planning and execution skills
- Interpersonal skills that span from the boardroom to the boiler room
- An ability to identify what needs to be done and to proactively take action to achieve it, while communicating as appropriately to relevant stakeholders
- Ability to effectively manage multiple projects, requirements and competing demands in a fast-paced environment
- A high comfort level with technology and technical products
- Direct experience with HVAC, heat pumps, or similar products strongly preferred

Want to Learn More?

Please email careers@calasystems.com with your resume and thoughts on:

- Why are you interested in joining an early-stage company/how does this role fit with your goals?
- What's your proudest professional achievement?
- When the time comes for reference calls, what will your colleagues say about you?