



**ExtensisHR**

**Candidate Briefing Pack**  
Demand Generation Manager



**Join a culture  
of constant  
innovation and  
peer learning**

# Be part of a career-defining story

Joining the marketing function at Extensis HR is more than just a career move. It's a chance to play a pivotal role in building a team that sits at the center of the company's strategic growth plans. This is a huge opportunity for our business to really leverage a high-performing marketing department, but also for talented individuals coming onboard to really own and shape their respective parts of the function - playing a leading role in our go-to-market and our growth story.



You'll be part of a sales and marketing organization that is highly aligned and engaged. We have a strong common understanding of our ideal customer profile which is fundamental to our future success. In my view, working in the marketing team here offers the perfect blend of a greenfield opportunity set against a backdrop of an established brand with a 25-year track record. We have great investors, a strong leadership team with a serial track record of success, and we are building an exciting and aggressive growth culture across the business.

To execute, we need builders and shapers. High-caliber sales and marketing professionals that are comfortable with driving change and capable of delivering on our most important initiatives. You'll always be supported and coached at Extensis HR, but you'll also have the freedom to add value and bring your own unique skillset to the table.

I look forward to meeting you and sharing more about what we are building here at Extensis HR.

**Steve Malone**

VP Marketing

# A Word From the CEO

ExtensisHR is committed to providing industry-leading customer service to our small and medium businesses, which could not be possible without our exceptional team and their dedication to our company vision. ExtensisHR has grown significantly since our inception in 1997, and as we continue to grow, we are in a constant state of development, enhancement, and balance between our People, Processes, and Technology. We have had the amazing ability to ensure that we maintain an entrepreneurial and close-knit environment. We strive towards a performance-based culture and continue to strive to make this a best place to work, day after day.

**Blake Morris**

Chief Executive Officer



# Leading The Change HR Needs

With many of the country's best PEO professionals at ExtensisHR, we foster a culture of constant innovation and peer learning from the top-down, empowering every employee with the knowledge and expertise they need to become a leader.

At ExtensisHR, you'll have hands-on experience and receive numerous learning opportunities—including from our official mentoring program and specially designed training programs. We also support and sponsor our team for professional certifications such as SHRM-CP, PHR, SPHR, CPP, CAPM and CPM.





# The Core Values at ExtensisHR



## **Integrity**

We act with compassion, honesty, respect, and professionalism, with a focus on putting ourselves in the shoes of others.



## **Responsibility**

We are committed to transparency - providing visibility into the successes, and sometimes failures, of our business as we grow and scale.



## **Constant Improvement**

We are inquisitive & flexible, viewing change as an opportunity to improve business performance and individual development.



## **Results-Oriented**

We are resourceful problem solvers who face each challenge with a customer-first mindset, building high quality, scalable solutions.



## **Teamwork**

Above all, we're a team, bringing our authentic selves to work every day. We build relationships to reduce barriers and encourage a culture of diversity and inclusiveness.



# A Team of HRO & PEO Professionals

Our team includes many of the country's top HR professionals, who foster a culture of constant innovation and peer learning from the top-down, empowering every employee with the knowledge and expertise they need to give you the support and guidance you need to succeed.



**Blake Morris**  
Chief Executive Officer



**Dan Sheridan**  
President & Chief  
Revenue Officer



**Saul Shame**  
Chief Financial Officer



**Anissa Kurtz**  
Senior Vice President,  
Benefits



**Joe Catapano**  
Chief Information Officer



**Niki Martin**  
Vice President, Human  
Resources Services



**Vinnie Romero**  
Senior Vice President,  
Service and Operations



**Jill Moynihan**  
Corporate Vice President,  
Business Optimization



**David Pearson**  
Senior Vice President,  
People & Culture



**Jeannine Johnson**  
Vice President,  
Payroll Services



**Jeff DeModna**  
Vice President,  
Recruiting Services



**Steve Malone**  
Vice President, Marketing

# The Stats Behind the Story

97%

Recommend to a Friend  
(Glassdoor)

4.8/5

Company Ranking  
(Glassdoor)

25

Years in business

93%

Client Retention

100%

Approve of CEO  
(Glassdoor)



# Employee Benefits

We're proud to offer a wide variety of benefits that support our employees and enhance our company culture under ExtensisiHR's "You, Supported" initiative. ExtensisiHR knows how valuable benefits are, and we use our extensive knowledge and scale to offer top-level benefits to our employees, including:



**Healthcare**



**401(k) Program**



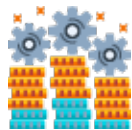
**Employer Paid  
Insurance**



**Additional Voluntary  
Benefits**



**Progressive PTO  
Program**



**Salary Continuation  
Programs**



**Student Loan  
Assistance Program**



**Flexible Work**

# Awards

ExtensisHR believes in feedback and transparency, especially with its employees. Our top workplace awards are based solely on the feedback our employees provide, and we are extremely proud to be recognized by our dedicated and talented team.



**2020 Best Place to Work in NYC**  
Named by Crain's



**2021 Great Place To Work**  
Named by Fortune



**2020 Top Workplace in NJ**  
Named by NJ Advanced Media

# Life at ExtensisHR

“I’m fortunate to have a supportive team that truly cares and is vested in one another. I have team members that are passionate about what they do. They go out of their way to offer their help before they are asked and openly share their knowledge to benefit the team.”

**Client Success Group Employee**





# The Culture at ExtensisHR



# The Interview Process

We always believe in moving quickly to secure the best talent in the market. That's why we've designed an interview process that puts you front and center. We won't drag our heels or introduce unnecessary stages. Our goal is to make sure you are comfortable that you have all the right information to make the best possible career decision - whilst showing off what you can bring to the table along the way. Our interview process can be completed within 1-2 weeks and typically looks like this:



## **Introductory call**

Discuss your skills, experience, and career goals.



## **Culture fit interview**

Meet the team and showcase your value-add.



## **Final interview**

Q&A session with key stakeholders such as sales leaders.



## **Wrap up call**

Final chance to discuss the opportunity and answer key questions.





# Demand Generation Manager

## What you will do:

The demand generation manager will play a critical role in our organization's growth strategy. You will support many demand gen initiatives within our core customer verticals, focusing on marketing programs that deliver business results. You will have an acute focus on lead acquisition and sales pipeline by helping to develop, design, and implement campaigns that generate quality leads and opportunities for the business team. There will be a strong focus on reporting, analytics, and campaign optimization.

## Responsibilities:

- Manage a portfolio of ABM and inbound marketing programs, including integrated campaign management, account-based marketing, , digital & remarketing programs, direct, webinars, emails, events and other distribution channels
- Grow demand generation to increase volume and quality of influenced pipeline and revenue
- Develop a deep understanding of referral partners, customers, products and the buyer's journey
- Manage competitive marketing efforts and analyze areas of improvement
- Partner with sales and marketing operations to accurately report on the effectiveness of different initiatives
- Manage and execute end-to-end campaigns while maintaining cohesive automated workflows
- Provide reports and actively monitor the health of the marketing channel mix leveraging KPIs such as contribution to sales pipeline, program ROI, customer acquisition and penetration, contact acquisition and activity

## Experience:

- Educated to BA/BS level
- Minimum of 5+ years in B2B demand generation
- Marketing automation platform experience a must (Pardot, Marketo, Eloqua, Hubspot, etc.)
- Analytics platform experience a plus (Bizible, Datorama, etc.)
- 2+ years of Salesforce experience
- Marketing agency experience is a plus

## Competencies:

- Strong experience with ABM, and digital marketing tactics
- Demonstrated ability to think strategically and creatively as well as the ability to execute and effectively drive results
- Resourcefully able to influence and collaborate with both internal team members and external agency partners
- Excellent interpersonal skills and commitment to empowerment
- Quick study of complex problems and a highly organized approach to finding high impact solutions
- High sense of urgency and goal oriented (thrives in a fast-paced environment)
- Exceptional communication skills including ability to take an independent stance when interfacing with cross functional stakeholders, while maintaining their respect and confidence

**ExtensisHR**