



Cameron S. Yarbrough

Torch Leadership Labs

CEO

 @yarbroughcam

Mission of the Role

CEO of Torch Leadership Labs will evangelize the mission and leverage the impact of the company by articulating and aligning all staff around a clear and focused strategic vision.

Objectives

Recruiting (20% of time)

- Support/oversee the acquisition of world class talent by focusing the company on a coherent recruiting strategy.
- Coach additional members of the team on recruiting best practices.
- Actively participate in recruiting meetings at strategic stages of the funnel.
- Support the professional development and happiness of key hires to ensure great retention.
- Maintain long-term relationships with “A players” throughout the tech industry to expand recruiting network.
- Pull referrals from expanded personal and professional network.
- Create partnerships with top executive recruiters and be Torch’s primary liaison to those recruiters.

Fundraising (2.5% of time)

- Keep the company solvent by ensuring funds are available for business operations.
- During times of active fundraising, oversee and execute on an effective fundraising strategy, ensuring partnership with top VC’s.
- During times of non-active fundraising, maintain ongoing investor communication and trust building with current and future investors.

Go-To-Market Strategy and Execution (20% of time)

- Oversee the buildout of marketing, customer success and sales organizations; hire world class leaders for those business units.
- Actively participate in sales meetings with key accounts.
- Be the face of our PR strategy.
- Participate in webinars, speaking panels and field marketing events.
- Publish original content in channel publications to drive leads and establish Torch as a thought leader.

People and Culture (15% of time)

- Set up the standards and practices that support psychological safety, diversity, kindness, healthy conflict, professional development and high performance.
- Make certain that company values are reinforced throughout company.
- Champion a “people first” attitude that makes Torch a highly desirable place to work.

Management (20% of time)

- Host weekly 1:1 meetings with direct reports.
- Manage by objectives: establish reasonable, quantitative targets by which progress can be measured.
- Provide regular thought partnership and resourcing to assist in their strategic execution
- Support personal and professional development that demonstrates intimate understanding of their professional purpose and long term priorities.

Governance (2.5% of time)

- Present to the Torch board of directors on goals and KPI's, management issues, and market opportunities.
- Vote on key matters, representing the best interests of management team as well as shareholders.

Objectives

- 20+ years of operational experience with multiple leadership roles, including significant management experience.
- Strong analytical and quantitative skills.
- Equally comfortable as as an IC, manager and leader.
- Substantial expertise in some areas of leadership, operations, tech, entrepreneurship, organizational development and management. Ability to learn and fill in skill gaps to scale with the role.
- Coaching experience: remain highly in touch in order to remain up to speed with most relevant coaching practices. Ongoing commitment to personal development via therapy, mindfulness, reading etc.
- Be continuously learning about sales organizations, navigating complex, consultative sales engagements and partnerships.
- Agile mindset: Familiar with lean startup methodology; able to apply that knowledge to participate in software development and personal leadership development.
- Healthy performance mindset: Has a strong work ethic and driven to perform at the highest level. Balances physical and mental health in order to perform at such a level and supports healthy performance mindset in others.
- Scales well: Can help Torch scale from SMB/ to enterprise and scale one's self as a leader relative to the changing needs of the company.
- Leadership AND management ability: Must be a strong leader AND a strong manager. Great leaders inspire and motivate others. Great managers define objectives, build process/structure and measure performance of their direct reports.
- Live and communicate a strong belief in Torch mission. Be a person who is deeply committed to personal growth, embracing mental health, coaching, meditation etc. for the purpose of personal development. Torch is no typical SaaS company, we are trying to create leaders through development of these skills.
- Able to exhibit cultural competence in terms of race, gender, sexual orientation, spirituality and socio-economic backgrounds.

Time Management

