

# Role Profile

Portfolio Executive – RSA Business Transformation Lead

Role Reference : HG0047



Hg

## The Business

### Who are we?

Hg is the largest dedicated Software and Services investor, and 4<sup>th</sup> largest PE firm in Europe. Founded in 1990, today Hg has c. 260 employees across three investment offices, based in London, Munich and New York. Managing funds of c. \$40 billion on behalf of c.150 highly regarded institutional investors globally, including private and public pension funds, insurance companies, endowments and foundations; it is the fastest growing PE firm in Europe and with increasing presence in the US.

Hg has completed more Software buyouts than any other European private equity sponsor and the current portfolio of more than 40 companies has an aggregate value of >\$60bn, with investments ranging in size from \$100 million to >\$10 billion.

Hg's vision is to be the most sought-after software investor, being a partner of choice for management teams and providing an entrepreneurial and rewarding environment for Hg colleagues. Hg is a fully independent partnership, owned by its partners.

The Firm has an ambitious and committed Responsible Investment (RI) agenda with the mission to be a leader on ESG. This includes what we do as firm, how we interact with clients and how we embed ESG metrics into the entire investment process.

### What do we do?

Hg has a strong, 20-year track record of investing in Software and Service and a unique competitive position in the European space. There is one investment strategy across a three fund architecture which provides dedicated and continuous coverage of the lower-mid, mid and upper mid-markets / large-caps. The investment teams have a flexible approach in terms of both size and horizon. This means that at any given time, the Hg portfolio will comprise more than 30-40 portfolio companies with similar characteristics, but of different sizes, end market focus, and maturity profiles.

Our deeply resourced teams focus on specific sub-sectors and investment themes to identify companies which have the potential to grow, create employment and become a leader in their respective markets. Hg's dedicated Portfolio team provides practical support to management teams to accelerate growth potential.

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### Responsible Investment (RI)

For Hg, responsible investing means growing sustainable businesses which are great employers and good corporate citizens, whilst also generating superior risk adjusted returns for the millions of pensioners and savers who are invested with our clients. Our time and money support the sustainable growth of knowledge businesses enabling them to change how their customers work and provide quality employment opportunities for thousands of people worldwide. We firmly believe that responsible business practices help generate superior long-term performance. As such, our RI approach supports the backbone of our investment philosophy – to invest in growth companies and sectors, rather than turnaround or distressed investing.

Hg has been carbon neutral since 2019 and we are one of the first PE firms globally to sign up to the Science Based Targets initiative (SBTi) by committing to reduce our own and our portfolio's impact on climate change.

In 2020 Hg formed The Hg Foundation, which is an independent charity foundation funded by a portion of Hg's profits and carried interest from current and future funds. Its goal is to remove barriers to education and skills in technology for those who need it the most. Please visit <https://www.thehgfoundation.com/> for more information.

### The Team and our culture

We are committed to being a world class employer with flexible working practises and creating a diverse and inclusive workplace where everyone is welcomed, motivated and stretched. We have a strong focus on learning and development, and we are dedicated to providing an environment where everyone has the opportunity to perform to the best of their ability. Hg is proud to have been recognised as the Diversity and Inclusion leader of 2021 by the Private Equity Awards. To find our more, please see <https://hgcapital.com/diversity-and-inclusion/>

Our culture runs through everything we do at Hg, and is characterised by strong elements of results orientation, collaboration and a focus on learning, continuous improvement and entrepreneurship. We see ourselves more as a tech conglomerate than a traditional investment firm.

Hg is passionate about building together by living our four core values;

**Be Genuine** – Be authentic, be honest, speak the truth as you see it and retain humility

**Go Beyond** – Be ambitious, strive for excellence, perspiration as well as inspiration and take ownership

**Outlearn** – Leverage collective expertise, be smart and entrepreneurial, keep a growth mindset and continuously challenge

**Win Right** – A 'one firm' inclusive mindset, considering our long-term impact and playing hard but always playing fair



For further details, please see [www.hgcapital.com](http://www.hgcapital.com)

## Job Role

The Hg Portfolio team is a proven value creation engine for Hg portfolio companies, spanning a range of capabilities including Growth, Data, Talent and Technology. We work in close partnership with the management teams in our portfolio to build significant value through operating improvements and business transformation.

As part of this capability, Hg has developed a support capability for business systems transformation. Many of our portfolio companies (“Portcos”) undertake significant systems replacements and improvements whilst part of the Hg portfolio. We advocate the adoption of a recommended stack of solutions, called the Hg Recommended Systems Architecture (“Hg RSA”), which we believe best supports the use cases and business needs of our Portcos. Our core goal here is to drive business simplification, process automation, adoption of Hg proprietary best practise workflow and a single way-of-working, as well as improvements in data insights and data-drive decision making.

We are looking for an Executive to join the Portfolio team in our London Office as we endeavour to build out our business systems support capability.

The role of **RSA Business Transformation Lead** will provide the successful candidate with first class experience in designing and implementing change in real world situations for private equity owned businesses. It is a launch-pad for a career in private equity or, as a number of Hg alumni have shown, a great platform for candidates seeking to pursue operational roles in private-equity owned businesses.

## Application

*If you would like to apply for consideration, please send your application to [CVs@hgcapital.com](mailto:CVs@hgcapital.com) and quote ‘HG0047 – RSA Business Transformation Lead’ in the subject line*

## Responsibilities

The ideal candidate will have extensive experience in mature, scaled B2B software or technology enabled services businesses, with experience in one or more of the following areas: sales, marketing, product management, revenue operations, commercial operations, pricing and packaging. They will have held a hands-on leadership role in working with the Salesforce platform to deliver business systems transformations and business process simplification across the core customer lifecycle processes of Lead to Opportunity, Opportunity to Order, Order to Cash, Amendment, Renewal and Case to Resolve. Through this experience they will be well positioned to:

- Build-out and maintain Hg RSA best practise base configurations for all core lead to cash processes, including the points of integration and hand-off between Salesforce and various upstream and downstream systems, including:
  - Marketing automation tools (such as Marketo or HubSpot) for lead qualification and conversion
  - Professional Services automation tools (such as Kimble, NetSuite OpenAir) for project creation
  - Billing systems for creation of a variety of different billing models
  - Software or service licensing tools for fulfilment
  - NetSuite, for revenue recognition and accounting
- Ideally feel confident scoping and shaping their own work-packages with moderate guidance from senior members of the Portfolio team and then take forward independently with portfolio company management teams
- Build productive relationships with mid-level executives from portfolio companies that inspire trust and enable the candidate to be effective in their role
- Be able to own internal initiatives with limited oversight such as developing internal IP; driving networking and communities in the portfolio, getting meaningful value from attending conferences and events
- Assist in building constructive relationships between the Analyst and Associate teams in London and Munich

### Experience & Knowledge

- Extensive relevant business experience, including experience of working in a management / leadership capacity, in a mature enterprise / B2B software or software-enabled services business, with experience in one or more of the following areas: Sales management; Revenue Operations; Commercial Operations – Pricing and Packaging; Product Management
- Strong understanding of core business processes for B2B software/services businesses across marketing, sales, implementation, support and service delivery, customer success, billing and finance.
- Strong working knowledge and practical experience with Salesforce Sales Cloud and Service Cloud. Additionally, experience with NetSuite, Kimble or similar PSA solution, Marketo and/or HubSpot, Gainsight or other customer success solution preferred.
- Able to evidence delivery of the following key benefits through leading a business systems transformation: business simplification, process automation, adoption of best practise workflow and a single way-of-working, as well as improvements in data insights and data-drive decision making.
- Experience of working and excelling in a high-performance, high-pace culture and with a hunger to continue working in this environment

### Essential Skills & Abilities

- Excellent academic credentials
- Business leadership credentials and strong commercial foundation
- Ability to prioritise and organise multiple parallel work packages
- Attention to detail and drive to produce consistent, high-quality outputs
- Ability to 80/20, to work independently and interact confidently with Portcos and Hg executives
- Highly proactive - able to lead by example in meeting deadlines, communicating effectively and ensuring processes are adhered to
- Very strong interpersonal and both written and verbal communication skills
- Proven hard work ethic, hunger and motivation to succeed
- Advanced Excel, Advanced PowerPoint, Word, and Outlook

### Desirable Skills & Abilities

### Senior Manager & Certification Staff Regime Classification

*Conduct Staff*