



Role Profile

Job Title: Chief Commercial Officer
Reporting to: CEO

The Role

IBC is seeking a Chief Commercial Officer (CCO). The CCO will be responsible for overseeing the commercial strategy of the organisation, driving revenue growth, and ensuring the organisation remains the leader in the marketplace.

The CCO will play a vital role in shaping the overall business strategy, focusing on customer acquisition, sales growth, product development, and market expansion.

Working closely with the executive leadership team, the CCO will ensure that all commercial activities are aligned with the organisation's values, strategic goals and financial objectives.

The successful candidate will demonstrate a proven track record and detailed understanding of: -

- Developing and implementing an end-to-end commercial strategy including business development.
- Sales transformation - Building and continually improving the team and processes to ensure IBC is fit for the future.
- Commercial leadership - Motivating and overseeing the sales function.
- Using business intelligence, financial and strategic models to form, present and report at Board level.

Key Responsibilities

- Developing and executing the organisation's commercial strategy to achieve business growth, revenue targets, and market leadership.
- Overseeing the sales, and business development teams, ensuring that commercial initiatives align with the organisation's vision and financial objectives.
- Identifying new business opportunities and markets for expansion and working to diversify revenue streams.
- Building and maintaining strong relationships with key customers, partners, and stakeholders to drive business growth and foster long-term partnerships.
- Driving customer acquisition and retention strategies, ensuring a strong focus on customer satisfaction and loyalty.
- Collaborating with the marketing and operations teams to ensure products and services meet market demands and customer needs.
- Managing pricing strategies and revenue models, ensuring the organisation remains competitive while maximising profitability.



- Overseeing the development and execution of marketing strategies that support brand growth, market positioning, and lead generation.
- Analysing market trends, competitor activities, and customer feedback to inform commercial decisions and identify new opportunities.
- Ensuring the organisation is agile and responsive to changing market conditions, customer needs, and emerging trends.
- Monitoring and reporting on commercial performance, providing insights.

The Person

- The successful candidate will be an experienced leader operating at Director or 'C' level, with a strong detailed understanding of, or a strong track record in, devising and implementing an end-to-end commercial strategy.
- You will demonstrate both the ability and willingness to travel worldwide, coupled with a pragmatic, "get the job done" attitude.
- Ideally, you will bring experience from the Broadcast, Media Entertainment, or related technology sectors, and possess a proven ability to understand and respond to market dynamics.
- You will be an excellent relationship builder at C-suite level across global markets, with the capability to work effectively with a wide variety of cultures. Passionate about growing a successful business, you will be externally focused and market-oriented, with a proven record in business development.
- High energy and self-motivation are essential, alongside motivational leadership skills, and excellent formal presentation and communication skills.

About IBC

Held each September in Amsterdam IBC is the world's leading technology event for professionals engaged in the creation, distribution and monetisation of entertainment and news content. Attracting 45,000 attendees, IBC's 14 halls host the world's top brands and senior decision makers.

Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

With a focus on inclusivity, IBC propels change - driving thought leadership, sparking discussion, shifting expectations, accelerating creativity and enabling real business outcomes.

IBC's mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>