



# JOURNEY GROUP

## CHIEF REVENUE OFFICER

### JOB SPEC

#### Organizational Overview →

Journey Group (headquartered in Sioux Falls, SD and founded in 1910) is a commercial construction company comprising several operating groups: Journey Construction, SFC Civil Constructors, and Black-Top Paving. For more information about Journey Group, visit: [journeyconstruction.com](http://journeyconstruction.com).

Total Employees	~400
Direct Reports	4-5 ( Project Executives, Preconstruction Leader, Marketing & Comms Leader)
Total Downline	~10+
Reports To	Chief Executive Officer
Location	Sioux Falls, SD or Surrounding
FLSA Status	Exempt / Salaried

#### Position Summary →

The CRO holds strategic responsibility for driving revenue growth and market expansion across all four operating groups. This is a newly created position requiring a results-driven leader that can identify and capture new geographic and vertical market opportunities while strengthening Journey Group's position in existing markets and building a high-performing team that produces results.

The CRO leads Business Development, Preconstruction/Estimating, and Marketing & Communications functions with direct authority over revenue-generating activities across the enterprise. This role serves as a member of the C-suite team and carries personal revenue targets in addition to overall revenue leadership accountability. The CRO represents Journey Group to clients and prospects across public and private sectors, including specialty verticals such as healthcare, manufacturing, and education.

#### Essential Responsibilities →

##### Revenue Strategy & Growth:

- Develop and execute enterprise-wide revenue growth strategy aligned with corporate objectives
- Identify and pursue new geographic markets for expansion
- Evaluate and develop vertical market opportunities in healthcare, manufacturing, education, etc.
- Achieve personal and organizational revenue targets

##### Business Development:

- Lead business development function across all four operating groups with direct authority
- Build and maintain relationships with key clients and prospects in public and private sectors
- Oversee pursuit strategy and win rate improvement initiatives
- Monitor competitive landscape and position Journey Group for strategic opportunities

Journey Group Retained Search Partner:





#### Preconstruction & Estimating:

- Provide strategic oversight of preconstruction and estimating functions
- Ensure preconstruction resources are aligned to support revenue growth priorities
- Drive consistency and quality in estimating practices across operating groups

#### Marketing & Communications:

- Oversee marketing strategy to strengthen brand positioning and market presence
- Align marketing initiatives with business development priorities and growth targets
- Guide external communications to support client acquisition and retention
- In close partnership with the HR leader and CEO, ensure internal communications are aligned and appropriate

#### Corporate Leadership:

- Serve as active member of the C-suite team, representing the team to all direct reports and downline team members
- Collaborate with operating group leaders to align revenue strategies with operational capacity
- Provide revenue forecasting and pipeline reporting to CEO and C-suite

#### Team Leadership:

- Lead, coach, develop, and retain direct reports and downline team members
- Build high-performing teams across Business Development, Preconstruction, and Marketing functions
- Serve as a strategic partner to HR leadership on talent acquisition and development within revenue functions

## Qualifications →

#### Required:

- Bachelor's degree in business, marketing, construction management, or related field; master's degree preferred
- 15+ years of progressive leadership experience in the construction industry, with demonstrated success in revenue growth and business development
- Deep bench professional network in the Upper Midwest construction market
- Demonstrated revenue/P&L responsibility for \$100M+ operations
- Proven track record of geographic and/or vertical market expansion
- Experience across public and private sector projects
- Strong communication, negotiation, and relationship-building skills
- Valid driver's license with safe driving record

#### Knowledge, Skills & Abilities:

- Strong leadership skills with ability to build and foster culture across teams
- Excellent oral and written communication skills
- Deep understanding of construction business development, preconstruction, and estimating processes
- Solid analytical, problem-solving, and critical thinking skills
- Ability to identify market opportunities and translate them into actionable growth strategies
- Proficient in Microsoft Office Suite and CRM systems

*Journey Group Retained Search Partner:*





## Work Environment & Travel →

Primarily office-based with travel as required. Estimated 25-50%.

## Journey Group Core Values →

Our Customer	<i>Exceeding expectations by going above and beyond</i>
Our People	<i>We help each other be our best</i>
Integrity	<i>Do the right thing, ALWAYS!</i>
Fiscal Stewardship	<i>Investing in our future and our community</i>
Relationships & Teamwork	<i>We are in this together</i>