SPYNE

Head of Marketing

Make Spyne the AI brand dealers find, try and adopt on their own.

Reports to the CEO | United States or Gurugram | Base, bonus and ESOP

ABOUT SPYNE

Spyne builds AI for car dealerships. Studio AI turns a smartphone capture into a complete, publish-ready listing. Vini AI runs sales and service conversations across voice, chat and text, and writes back into the dealer's systems.

We're now launching agents for recall, receptionist, reputation, acquisition, sales and service, built to be tried and bought with little or no sales touch.

3,600+ dealerships and auto brands
70+ live integrations
Backed by Vertex Ventures, Accel, Storm Ventures

THE ROLE

You'll build the growth engine for roughly 70,000 US rooftops, then every market where dealers sell cars. You own the strategy, budget, team and results across 5 mandates, judged in rooftops activated, pipeline created and cost per outcome.

WHAT YOU'LL OWN

01 PRODUCT-LED GROWTH

Turn the product into the growth engine

Dealers anywhere find, try, pay for and expand our agents with no salesperson in the loop.

- **Own the self-serve funnel end to end:** site, signup, first agent live, first paid month, second agent added.
- **Make activation fast and real:** an agent answering live calls, leads or reviews for the rooftop within days.
- **Run both motions:** self-serve for independents, product-qualified leads handed to sales for franchised stores and dealer groups.
- **Drive expansion:** multi-agent attach on every rooftop and land-and-expand into dealer groups, with the revenue team.
- **Build onboarding and lifecycle** (email, SMS, in-product) that converts operators who will never read a manual.
- **Take it global:** a repeatable country launch playbook and a regional marketing owner for each new market.

02 BRAND, COMMUNITY AND EVENTS

Make Spyne the name every dealer knows

Every GM, fixed-ops director and BDC manager hears about Spyne from someone they trust before we call.

- **Own the category story:** "the AI that turns inventory faster", sold as cost and days removed per rooftop.
- **Build industry credibility:** an industry marketing lead, trade press and analyst relationships, OEM and association partnerships.

- **Turn advisers into distribution:** a certified partner program for dealer agencies, consultants, trainers and 20 Group moderators.
- **Build the dealer community:** in-person meetups in target metros and an online community where operators share what works.
- **Run creators like a performance channel:** always-on dealer-world voices on LinkedIn, YouTube and podcasts, measured on signups.
- **Own the shows:** NADA, NIADA, Digital Dealer, Driving Sales, state associations and executive dinners, with a pipeline target per dollar.
- **Make customers the story:** case studies, our dealer podcast and a validated days-to-sale study timed for NADA 2027.

03 DEMAND GENERATION, SEO AND AEO

Own the answer, in search and in AI

When a dealer asks Google, ChatGPT, Gemini or Perplexity what to buy, Spyne is the answer.

- **Build programmatic SEO** across every agent, role, DMS, CRM and OEM.
- **Own AEO:** track Spyne's share of AI answers on dealer questions and earn citations in the sources assistants trust.
- **Run the website as a product:** messaging tests and conversion experiments, with signups as the score.
- **Publish the reference layer:** a page for each of our 70+ integrations and honest comparison pages.
- **Run paid search, social and retargeting** against one keyword and audience map, with CAC tracked per agent.
- **Feed demand with content:** webinars, guides and case studies that rank, convert and arm sales.

04 AI-LED GROWTH ENGINE

Build marketing that runs on agents

A lean team that ships like a team 5 times its size.

- **Score every rooftop:** all ~70,000 US stores ranked on live signals such as review velocity, missed calls, inventory age, DMS and OEM.
- **Trigger outreach on signals:** agents draft and route, SDRs take the conversations that matter.
- **Automate the funnel:** AI-driven enrichment, routing and follow-up on clean CRM data.
- **Scale content with AI:** creative and localization at volume, with a human editor on every dealer-facing piece.
- **Run on our own product:** Vini answers our inbound calls, chat and follow-up.
- **Ship 10+ growth experiments a month** and keep an open log of what won, what lost and why.

05 BUDGET, MEASUREMENT AND TEAM

Run marketing like a P&L

Own every dollar marketing spends and every number it moves.

- **Own the budget** and move it between channels on CAC, payback and pipeline.
- **Build attribution** from first touch to paid rooftop, so marketing and sales run on the same numbers.
- **Plan GTM with the CEO and revenue leaders:** segments, headcount, forecast and targets.
- **Hire and lead the team:** growth, SEO and AEO, content, community, events, industry marketing, ops and regional leads.
- **Report monthly to the CEO** and quarterly to the board.

HOW WE'LL MEASURE YOU

Self-serve rooftops activated	**Agents per rooftop**	**Self-serve CAC payback**
Marketing-sourced pipeline	**Branded search and AI-answer share**	**International rooftops**

First 90 days

- Spend 2 weeks with dealers: ride along with the field team, sit in a service drive and a BDC.
- Instrument the self-serve funnel and publish the baseline.
- Ship the first 100 SEO and integration pages and start tracking AI answers.
- Lock the 2027 events and creator calendar with pipeline targets.
- Present your 12-month plan, team and budget to the CEO.

WHO YOU ARE

A builder who has already taken a self-serve, community or creator engine to scale, and still runs channels yourself.

- 10+ years in B2B marketing or growth, 4+ leading a team, including time as an early hire who scaled the function.
- You've owned a low-touch funnel to business buyers and can show activation and retention cohorts.
- You've built a community, creator or partner channel into a top-3 source of pipeline.
- SEO is a primary channel for you, and you already run AEO.
- You run events as pipeline, with attribution.
- You build with AI agents and automation yourself, write well and pull your own data.

Strong signals: marketing to operators of local businesses; dealer software experience (Cox Automotive, CDK, Reynolds, Tekion, Impel, Podium, CarGurus); opening a new country; voice or conversational AI.

Not a fit: your last 3 years were spent running a large org through managers with no channel of your own, your growth came only from enterprise ABM, or your brand work can't point to a number.