



Head of Utility & Energy Sales

Help us tackle the growing wildfire crisis with the latest advancements in AI and IoT

Who we are

The problem: Every minute matters in fire response. As climate change amplifies the intensity of wildfires—with longer fire seasons, dryer fuels, and faster winds—new ignitions spread faster and put more communities at risk. Today, most wildfires are detected by bystanders and reported via 911, meaning it can take hours to detect a fire, verify its exact location and size, and dispatch first responders. Fire authorities need a faster way to detect, confirm, and pinpoint fires, so that they can quickly respond—preventing small flare-ups from becoming devastating infernos.

About Pano: [Pano](#) is a venture-backed early stage climate tech startup that is the leader in wildfire early detection, leveraging the latest advancements in IoT, AI, satellites, and SaaS software to deliver actionable intelligence to customers. Pano leverages mountaintop cameras and satellites to detect the first traces of smoke and put real-time fire images in the hands of asset owners and first responders to speed up containment. Pano is already partnering with major utilities, fire authorities, and government agencies in the USA and Australia. Recent media coverage includes being named one of the Top 10 most innovative companies in AI of 2023 by [FastCompany](#), recipient of the Innovative Mobile Service and Application Award at [Mobile World Congress](#) through our partnership with T-Mobile, and selected as a [World Economic Forum](#) 2023 Technology Pioneer.

Pano brings together a diverse team bridging frontline, wildland firefighting experience with best-in-class know-how in operations, logistics, artificial intelligence, and software. Our team is composed of experienced technology professionals from companies such as Apple, Cisco, Nest, and DoorDash. Headquartered in San Francisco with an office and factory in the Mission



District, our hybrid team works from locations around the world. Founded in mid-2020, we've raised over \$45M from leading VC funds including a just announced [\\$17M Series A extension](#).

Role Overview:

Pano AI seeks an experienced Director, Utility & Energy Sales to help drive full-cycle sales initiatives with new and existing accounts within our core utilities & energy vertical, during an exciting early growth phase of the business. You will be driven, well versed in climate tech, safety and/or disaster relief, passionate about the environment, and able to navigate and negotiate complex regulatory and buying environments.

The utility and energy industries are in the midst of the greatest paradigm change in the past century with the entire sector being re-imagined and restructured to address the impacts of climate change. Utilities are leading innovators in the areas of grid resiliency, renewable energy, and energy infrastructure safety including wildfire mitigation approaches. This critical role in Pano's utility and energy practice will help empower and accelerate this change at companies that are instrumental and fully embedded in our daily lives.

You will focus on developing and executing thoughtful and dynamic approaches to working with utility and energy organizations that represent some of the largest companies in the world. You will work hand in hand with Pano AI's Chief Commercial Officer and the Go-To-Market team (which includes members vertically focused on Pano's government and private land owning offering). As we scale our first product, your work will be invaluable in setting the future trajectory of the commercial team. This is an opportunity for a qualified candidate to be a key contributor to driving early stage success for Pano AI, all while working on a meaningful and urgent issue.

Key Responsibilities

- Developing and managing a growing customer base for our utility & energy accounts
- Identification, evaluation, and execution of new business opportunities



- Structuring and negotiating new business relationships including key pricing, commercial, and operational terms as part of complex contracting processes
- Managing senior-level relationships with customers and key partners - navigating diverse buying committees that include on-the-ground operators and up-to Board / C-level executives
- Ensuring swift execution of new Pano Station installations during a challenging short pre-fire season purchasing window, by partnering closely with the internal ops team and facilitating necessary actions with customer operations teams, often in parallel with closing the contract
- Partnering with internal stakeholders in Sales, Marketing, Product, Operations, Finance, you will own assessment of the competitive landscape and technologies to help formulate and refine product/ GTM/ service/ support strategies unique to the utility & energy vertical
- Leverage domain expertise to plan and execute sales tactics in the following areas: generating new business, territory planning, pre-request for proposal prospecting, relationship development, pricing, presentation and delivery (finalist or other), negotiations, closing and executing contracts
- Drive ongoing account management in partnership with Customer Success to ensure customer satisfaction and drive additional expansion opportunities

Requirements:

- 10+ years of technology sales experience selling enterprise software, networking, infrastructure, managed hosting services, cloud computing services, etc.
- 5+ years of outside sales and/or business development experience with a focus on selling to the utility & energy sector
- Demonstrated ability to think strategically about utility & energy priorities and technical challenges and to convey compelling solutions to them
- Excellent writing and verbal skills with an attention to organization, detail, and quality presentation (including Board level engagement)
- A track record of navigating multi-stakeholder and matrixed organizations at the executive level



- Strong preference end to end sales-cycle including lead generation, qualification and other deliverables for closing deals while consistently delivering on sales goals
- Highly competitive, ramp quickly, extremely adaptive, and pride yourself on exceeding production goals
- Highly organized, with sense of urgency
- The ideal candidate will be passionate about environmental issues and/or a lover of the outdoors.
- Travel expectations at least 25%

Salary range: \$150,000.00 - \$190,000.00 with an expected On Target Earnings (OTE) between \$190,000.00 and \$260,000/year. Final salary offered is based upon multiple factors including individual job-related qualifications, education, experience, knowledge, skills, and location. In addition to salary, this position is also eligible for stock options.

Application instructions

Pano is an equal opportunity employer committed to recruiting and supporting our team-members regardless of where they come from. We do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.