



YOUR CAREER JOURNEY AT SGC TECH AI

Learn → Apply → Perform → Certify → Lead → Promote

From Organizational Chart to Employee Operating System

The Problem with Traditional Career Ladders

✗ What Employees Don't Know

- What exactly gets them promoted
- How often they are evaluated
- What happens if they miss targets
- What certifications they need
- What skills must be demonstrated
- What income growth looks like
- How long promotion realistically takes
- What the promotion committee reviews

✓ What This Document Answers

- Exact promotion criteria per level
- Quarterly and annual assessment cadence
- Consequences and recovery paths
- Required certifications listed by role
- Skill demonstrations defined clearly
- Earning band progression visualized
- Realistic timeline ranges (fast/expected/max)
- Scorecard categories and weights

"What do I need to do next Monday to move up?" — This document answers that.

The Journey: From Entry to Leadership



Promotion Scorecard

CATEGORY	WEIGHT	VISUALIZATION
KPI Achievement	40%	<div><div style="width: 40%;"></div></div>
Skill Certification	20%	<div><div style="width: 20%;"></div></div>
CRM Discipline	10%	<div><div style="width: 10%;"></div></div>
Values Alignment	10%	<div><div style="width: 10%;"></div></div>
Leadership Behaviors	20%	<div><div style="width: 20%;"></div></div>

Every promotion is data-driven. No politics. No favoritism. Your results create your opportunities.

MINIMUM PROMOTION SCORE

85/100

REQUIRED

✗ No active PIP

✗ No compliance violations

✓ Manager approval

✓ HR approval

Client Engagement Specialist

MISSION: Create qualified conversations

DAILY TARGETS

50 Calls

10 Conversations

2 Meetings Booked

100% CRM Logging

MONTHLY TARGETS

40 Meetings

80% Show Rate

95% CRM Hygiene

SKILLS CERTIFICATION

- ✓ Cold Calling Certification
- ✓ Objection Handling Certification
- ✓ CRM Certification

ASSESSMENT WINDOW

Every 90 Days

PROMOTION ELIGIBILITY

90% Target Attainment

For 2 Consecutive Quarters

PROMOTION TIMELINE

Expected: **12 Months**

Fast Track: **6 Months**

Maximum: **18 Months**

Sales Development Representative

MISSION: Generate qualified pipeline through multi-channel prospecting

DAILY ACTIVITY

40 Calls

20 LinkedIn Touches

20 Email Touches

MONTHLY TARGETS

12 SQLs

AED 1M Pipeline Generated

CERTIFICATIONS

- ✓ Discovery Mastery
- ✓ MEDDIC Fundamentals
- ✓ LinkedIn Prospecting

ASSESSMENT

Quarterly

PROMOTION CRITERIA

2x Quota Attainment

2 Consecutive Quarters

TIMELINE

Expected: **12-18 Months**

Fast Track: 9 Months

Maximum: 24 Months

Career Specialization Gate

After SDR, you choose your path. Each track offers distinct growth, impact, and leadership opportunities.

REVENUE BUILDER

Sales Track

Account Executive Path

FOCUS

- Closing
- Negotiation
- Revenue Ownership

PROGRESSION

AE → Senior AE → Enterprise AE → Sales Director → VP Sales

SOLUTION BUILDER

Implementation Track

Consultant Path

FOCUS

- Deployment
- Configuration
- Client Success

PROGRESSION

Impl. Specialist → Sr. Consultant → Solution Architect → Practice Mgr
→ Head of Delivery

DEMAND BUILDER

Marketing Track

Growth Path

FOCUS

- Growth
- Brand
- Pipeline Generation

PROGRESSION

Mkt Specialist → Growth Mgr → Demand Gen Mgr → Head of Mkt →
VP Marketing

Revenue Builder — Full Career Ladder

L3 Account Executive

AED 2-4M Revenue
1-2 Accounts Closed/Mo

Solution Selling
Negotiation Fundamentals

Assess: Quarterly | 1x Quota, 2 Qtrs

L4 Senior AE

AED 8M+ Revenue
3-4 Enterprise Accounts

Enterprise Selling
Exec Communication
ROI Design

Assess: Bi-Annual | 2x Quota, Mentor 2 SDRs

L5 Enterprise AE

AED 15M+ Revenue
Strategic Accounts

Strategic Selling
C-Suite Engagement
Deal Architecture

Assess: Bi-Annual | Consistent Over-Attainment

L6 Sales Director

Team Revenue AED 30M+
5+ AEs Managed

Sales Leadership
Forecasting Mastery
Coaching & Development

Assess: Annual | Team 100%+ Quota

L7 VP Sales

AED 100M+ Org Revenue
Full Sales Organization

Executive Leadership
Board Presentation
Market Strategy

Assess: Annual | Board Level Review

Solution Builder — Full Career Ladder

L3 Impl. Specialist

3-4 Deployments/Month
95% On-Time Delivery

Product Certification
Deployment Methodology
Client Onboarding

Assess: Quarterly | 2 Qtrs at Target

L4 Senior Consultant

6-8 Deployments/Month
NPS 8+, Zero Escalations

Advanced Configuration
Troubleshooting Mastery
Client Training

Assess: Quarterly | Mentor 1 Specialist

L5 Solution Architect

Full Solution Design
3+ Enterprise Projects

Architecture Design
Integration Patterns
Security & Compliance

Assess: Bi-Annual | Lead 2+ Enterprise

L6 Practice Manager

Team of 8+ Consultants
95% Client Satisfaction

Project Management
Team Leadership
P&L Understanding

Assess: Bi-Annual | Team 90%+

L7 Head of Delivery

Full Delivery Organization
200+ Clients Managed

Executive Leadership
Strategic Planning
Organizational Design

Assess: Annual | Org-Wide Impact

Demand Builder — Full Career Ladder

L3 Marketing Specialist

50 MQLs/Month
5 SQL Contributions

Content Marketing
SEO Fundamentals
Social Media Strategy

Assess: Quarterly | MQL 90%+

L4 Growth Manager

200 MQLs/Month
30 SQL Contributions

Growth Hacking
Analytics & Attribution
A/B Testing Mastery

Assess: Quarterly | Growth 20%+ QoQ

L5 Demand Gen Manager

AED 5M Pipeline/Month
500+ MQLs

Demand Generation
Marketing Automation
Budget Management

Assess: Bi-Annual | Revenue Attribution

L6 Head of Marketing

Full Marketing Pipeline
AED 20M+ Pipeline/Qtr

Marketing Strategy
Team Building
Cross-Functional Leadership

Assess: Bi-Annual | Brand Growth

L7 VP Marketing

Company-Wide Demand
AED 100M+ Annual Pipeline

Executive Leadership
Market Strategy
Board Communication

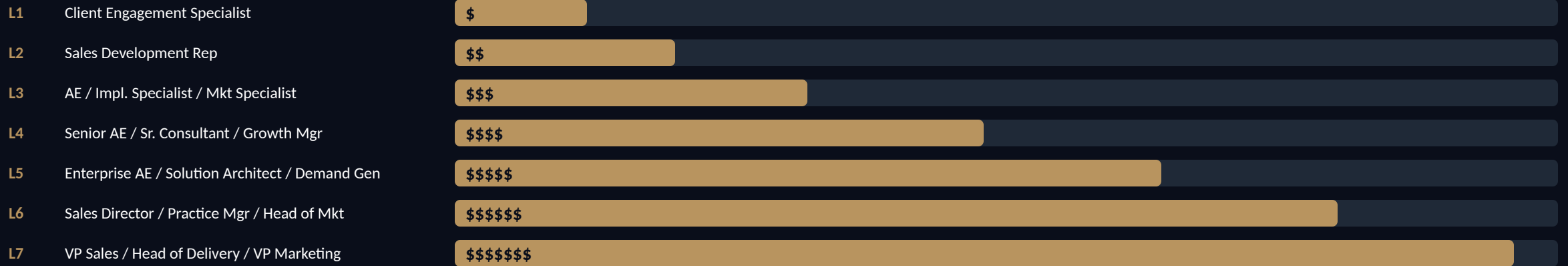
Assess: Annual | Board Level

Core KPIs Across All Marketing Levels: Pipeline Generated • SQL Contribution • CAC • Campaign ROI

COMPENSATION

Earning Band Progression

Your earning potential grows with every level. Performance accelerates progression.



Earning bands shown as visual indicators only. Actual compensation varies by performance, market, and role.

Quarterly Review Timeline

Employees know exactly when promotions happen. No surprises.

Q1

PERFORMANCE REVIEW

Full KPI assessment

Manager 1-on-1

Goal calibration

Jan - Mar

Q2

SKILL ASSESSMENT

Certification check

Skill gap analysis

Learning plan update

Apr - Jun

Q3

PROMOTION READINESS

Promotion scorecard

Career path review

Leadership evaluation

Jul - Sep

Q4

ANNUAL ADVANCEMENT

Full-year review

Promotion decisions

Compensation adjustment

Oct - Dec

Promotions are formally decided during **Q3** (Readiness Review) and **Q4** (Advancement Panel).

Mid-year promotions possible for fast-track performers exceeding all criteria.

Advancement Checklist

Every level. Every promotion. The same transparent criteria apply.

KPI Achievement **REQUIRED**
Hit minimum 90% of targets for the assessment period

Certification Completed **REQUIRED**
All required certifications for the next level passed

Manager Signoff **REQUIRED**
Direct manager confirms readiness and performance

HR Signoff **REQUIRED**
HR verifies no active PIP, no compliance issues

Peer Review **REQUIRED**
Colleagues validate collaboration and cultural fit

Cultural Alignment **REQUIRED**
Demonstrates SGC values in daily work

Successor Developed **REQUIRED**
Has identified and trained a replacement for current role

Leadership Behaviors **REQUIRED**
Shows initiative, mentoring, and ownership beyond role

All 8 items must be satisfied before a promotion case is submitted to the Advancement Panel.



THE SGC PROMISE

If you consistently:

- ✓ Learn
- ✓ Perform
- ✓ Help Others Succeed
- ✓ Live The SGC Values

Then your career progression is transparent, measurable, and merit-based.

No politics. No favoritism. No guesswork.

Your results create your opportunities.