

**LION HOLDINGS GROUP**  
**VICE PRESIDENT OF DIGITAL MARKETING**

<https://valuetainment.com/>

**The Organization:**

Lion Holdings Group, founded by serial entrepreneur, investor and best-selling business author, Patrick Bet David, is not just a HoldCo, we are **Architects of Enterprise Value**. Think of us as the force multiplier behind our market-leading companies.

Lion Holdings Group is an individual entity and stands as a strategic nucleus, designed not to manage day-to-day minutiae, but to own, empower, and amplify a curated portfolio of high-potential assets in three sectors: **Media, Technology and Consulting**.

We select the companies in our portfolio based on a single question: “Does it Enlighten, Entertain, and Empower?” Our companies form a powerful flywheel that generates business momentum from and for each other.

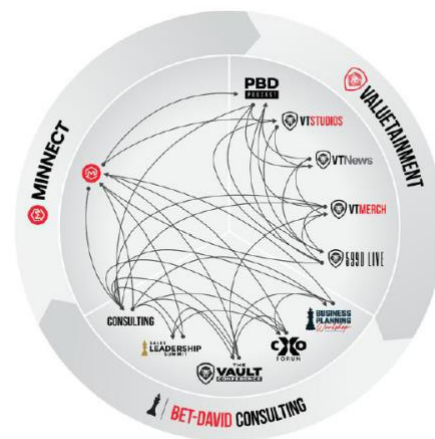
We don’t just create companies or inject capital; we set vision, optimize strategy, install systems to focus growth, mentor leadership, and unlock value at every step in the process.

The organization contains functional leadership in finance, accounting, legal, HR, marketing and technology who deliver these functions as shared services to the portfolio companies, which are led by individual GMs directing their respective operations teams. This strategic configuration ensures shared services are not duplicated across the portfolio companies, allowing those companies to focus on driving their business.

**Lion Holdings portfolio companies support and drive each other in two specific ways:**

**Momentum:** One Company’s customer is another’s opportunity or lead.

**Synthesis:** Products and services are complimentary to each other, offering additional benefits to common clients.



**Our Companies:**

Today, the Lion Holdings portfolio includes the following companies:

**Media (Valuetainment):**

- VT Studios (including the PBD Podcast, Her Take Podcast, VT Comedy)
- VT Merch
- VTNews.ai

**Technology:**

- Minnect App
- Hire Metrics

**Consulting (Bet David Consulting):**

- Events: Vault, Sales Leadership Summit, CXO Forum, Business Planning Workshop
- Engagements: Mastermind Sessions, 1:1 consulting and corporate engagements

**The Role**

**Location:** Fort Lauderdale, FL

**Reports to:** Chief Executive Officer

**Overview:** The Vice President of Digital Marketing will own and scale all digital marketing and paid media efforts across the company. Reporting directly to the CEO, this role is responsible for ideating, building, executing, and optimizing performance-driven campaigns with a clear mandate: deliver and exceed Return on Ad Spend (ROAS) targets.

This is a P&L-minded leadership role, not a brand-only position. The VP of Digital Marketing will be given meaningful autonomy, significant budget, and the authority to move fast as long as performance warrants it. When ROAS targets are met or exceeded, the company is prepared to aggressively scale spend behind winning campaigns.

In addition to internal impact, a successful VP will have the opportunity to build an external-facing digital marketing business, selling services and expertise to our 10,000+ clients across 60+ countries.

**Key Responsibilities:****Digital Strategy & Paid Media Performance**

- Own the end-to-end digital marketing strategy, with primary accountability for ROAS
- Translate business objectives into clear performance marketing plans
- Ideate, test, launch, and scale paid media campaigns across relevant platforms (e.g., Meta, Google, YouTube, LinkedIn, programmatic, emerging channels)
- Continuously optimize creative, targeting, funnels, and spend allocation to maximize ROI
- Make rapid, data-driven decisions on where to double down, pause, or kill campaigns
- Integrate AI into all appropriate marketing initiatives to optimize resources

**Budget Ownership & Growth Scaling**

- Manage and allocate significant paid media budgets
- Earn increased budget authority through consistent ROAS performance
- Build forecasting models tied to spend, CAC, LTV, and revenue outcomes
- Partner with Finance and Leadership to align spend with growth targets

**Creative & Conversion Optimization**

- Oversee creative strategy in partnership with internal graphic and content teams
- Ensure creative is built to convert, not just look good
- Own and optimize funnel performance from impression → click → conversion → revenue
- Drive continuous A/B and channel testing across ads, landing pages, and offers

**Team Leadership & Talent Development**

- Lead, hire, and develop a high-performing internal Digital Marketing team, including performance marketers, media buyers, graphic designers and creative strategists
- Set clear performance expectations and accountability standards
- Build scalable processes, dashboards, and operating rhythms
- Create a culture of ownership, experimentation, and measurable results

**External Commercial Opportunity (Growth Path)**

- If successful, develop and lead an external digital marketing offering
- Package internal marketing capabilities into sellable services
- Deliver performance marketing solutions to 10,000+ global clients
- Create an additional revenue stream tied directly to marketing excellence



**The Leader:**

Strong candidates for this role will be senior results-driven, P&L minded, innovative entrepreneurs with a track-record of effectively converting attention into revenue, in high-growth organizations. They will possess a majority of the following experiences and attributes:

**Capabilities & Experience:****Required**

- Proven success leading omnichannel, performance-driven and data-informed digital marketing and paid media
- Demonstrated track record of meeting or exceeding ROAS targets
- Experience managing large ad budgets with accountability for results
- Strong analytical and financial mindset (CAC, LTV, ROAS, contribution margin)
- Experience leading, hiring, and developing marketing teams
- Comfortable operating in a fast-paced, high-accountability environment

**Preferred**

- Experience scaling marketing in a high-growth company
- Background in direct response, performance marketing, or growth marketing
- Experience building or selling marketing services externally
- Familiarity with global campaigns and international audiences

**Leadership Characteristics:**

- Thinks and acts like an owner
- Able to pivot between hands-on execution and managing at scale
- Bias for action and speed
- Comfortable with transparency, debate, and direct feedback
- Obsessed with results and continuous improvement
- High standards for themselves and their team

**Our Culture:**

We are a team of thinkers, builders, and doers. At Valuetainment, culture is not just a buzzword. It is a way of operating. We hold ourselves to a higher standard, believe in extreme ownership, and constantly challenge one another to grow. If you're looking for comfort, this is not the place. If you're here to build something that matters, you're in the right room.

Watch **this video** to hear directly from Patrick Bet-David on what it means to be part of the Valuetainment culture.

**Our Core Values:**

Our mission is to Enlighten, Entertain and Empower current and future leaders around the world. To deliver on the Mission, we are irrevocably driven by four core values: Capitalism, Leadership, Debate, and Entrepreneurship.

**Leadership** is vital from the top of corporations to the military to small businesses to parents to students. We all can be leaders.

**Entrepreneurs** are heroes who should be respected and celebrated for taking risks, launching products, creating jobs and building companies.

**Capitalism** is a critically important economic system that has advanced society and the quality of life we enjoy today.

**Debate** is essential for consensus, epiphanies, and truth, transforming emotional clashes into civil discussions. Free speech is vital for productive debate.

**Success Metrics:**

The Vice President of Digital Marketing will be evaluated on P&L outcomes, not just activity and campaign KPIs, including:

- Return on Ad Spend (ROAS)
- Customer Acquisition Cost (CAC)
- Revenue attributed to paid media
- Funnel conversion rates
- Speed and effectiveness of campaign iteration
- Team performance and scalability

**Compensation & Benefits:**

- An attractive compensation package structured for a high-growth opportunity that includes:
  - Competitive base salary
  - Performance-based bonus tied to ROAS performance and outperformance
  - LTIP (cash-based profit sharing) and Equity
  - Comprehensive Benefits Package including 401(k) with company match
  - Increased budget authority and long-term opportunity tied to results
- Final compensation will be determined based on experience and skills and may vary from the range listed above.





Valuetainment is proud to be an Equal Opportunity Employer. Our hiring practices provide equal opportunity for employment without regard to race, religion, color, sex, gender, national origin, age, United States military veteran's status, ancestry, sexual orientation, marital status, family structure, medical condition including genetic characteristics or information, veteran status, or mental or physical disability so long as the essential functions of the job can be performed with or without reasonable accommodation, or any other protected category under federal, state, or local law.



Qualified candidates should submit their resume to:

**Tory Clarke**  
**Partner, Bridge Partners**  
**[tory.clarke@bridgepartnersllc.com](mailto:tory.clarke@bridgepartnersllc.com)**

*Priority will be given to applications submitted by February 2<sup>nd</sup> 2026  
although we will continue to receive and review applications until the position is filled..*