



VICE PRESIDENT SALES AND MARKETING

Improve and direct the sales and marketing team of a leading producer of engineered control products for industrial, transportation and oil & gas vertical markets. As a wholly owned subsidiary of a global public parent company, our client is a trusted manufacturer providing a variety of fluid controls for various fluid power applications. The VPSM, based in Los Angeles, CA, directs the sales and marketing strategies of the company, drives sales growth, manages 30-40 people, and reports directly to the Business Unit GM. Key objectives:

- Establish vertical markets and assist in transition from a product to market oriented company.
- Organization and Stability in process across the whole Sales and Marketing function of the company.
- Work with the GM to build and implement a successful strategic business plan.
- Align company's sales process with parent company's direction.
- Maintain the momentum of strong sales growth (30% + Y/Y).
- Channel Partners: Strengthen the channel aligning these areas with the vertical markets.
- Strategic Accounts: Improve strategic key account management.
- MarCom: Implement more proactive marketing communications function.
- Customer Service: Leverage current positive relationships and increase sophistication of CS function.
- Product Management: Understand the process and work with the Vertical Market Manager to become familiar with the current projects.
- Metrics: Increase utilization of sales metrics to manage performance, and guide the sales team.

BACKGROUND AND EXPERIENCE:

Education: BS in Mechanical Engineering or similar technical discipline is strongly preferred. MBA desirable.

Experience: 15+ years experience of increasingly responsible sales and marketing positions in a technical fluid control product, with at least 5 years in a significant sales leadership role characterized by second level management (managing people who also manage below themselves). Experience in leading a global sales team is critical. Experience with hydraulics, valves, transducers, sensors, pressure switches, or similar fluid power components is preferred. Industry sector experience in industrial products, transportation and oil & gas / hazardous locations is a strong plus.

Knowledge and skills: Able to contribute at a strategic level – help the GM create and shape the business plan. Knowledge of the fluid power industry. Strong organizational and problem solving skills with the ability to look at the bottom line as well as the big picture. Must be able to manage successfully through direction and delegation – making things happen through other people.

If you have a passion to win, are an excellent communicator, results-oriented, and can work well in a team approach, we'd like to hear from you. Excellent compensation program and benefits available.

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