



## **Vice-President, Sales and Marketing**

Located in Burbank, CA, our client is a small, privately-held company with a 50 year legacy of delivering high-reliability, ruggedized power supplies to all major aerospace and defense OEM's. The company is poised for future growth and is seeking a VP of Sales and Marketing to lead all sales, marketing, branding and distribution of the company's products.

### **Responsibilities include:**

- **Strategic Plan:** Developing a 5-year rolling sales and marketing strategic plan and forecast that identifies key strategies, products, capabilities and markets that will enable the company to continue to achieve its goals of growth and profitability.
- **Customer Interaction:** Be the primary interface with the company's major customers and ensure the company is well-positioned to capture business on future programs.
- **Manage Distributors:** Establish and manage a productive distribution network.
- **Disciplined Sales Process:** Develop a disciplined sales process with defined procedures and measures at the company. The VPSM will develop the necessary processes and procedures for acquiring new business.
- **Customer Service:** Create and implement a customer service plan & processes requiring constant communication to ensure customer satisfaction with the company and its products.
- **Improve Planning:** Create and implement an accurate rolling quarterly forecast in order to improve capacity planning and delivery performance.
- **Proposal Process:** The VPSM will lead the negotiation, proposal and bidding process for the company in order to improve the bid to win ratio.
- **Advertising / Branding:** Work closely with the company's advertising agency to ensure the company's web site, advertising campaigns and monthly newsletter communicate a strong consistent branding message and is useful to customers to generate sales and inquiries.
- **Product Development:** Identify new product opportunities that provide solutions to customer needs and results in a new line of profitable products.

### **Desired Experience and Qualifications:**

**Business development experience as the primary interface with aerospace and defense OEM's is a must.** We desire an engineering degree and 7 or more years experience marketing and selling a custom engineered aerospace products, either electrical/electronic technology or mechanical. An MBA is desired. We will consider experience as a Business Development Manager, Regional Sales Manager, Director or VPSM. You must possess the character and personality traits and communication skills expected of a senior sales and marketing executive.

Our client offers a very competitive overall compensation package that may include an opportunity to earn or purchase equity in the company.

For confidential consideration, please forward your resume to Keith Ogata at [keith@bobsearch.com](mailto:keith@bobsearch.com) or call (949) 474-3358.