



### **Vice President of Sales & Marketing**

Join a leading Tier One supplier of electronic systems and components serving the aerospace and defense markets as their as **Vice President of Sales and Marketing**. The **VPSM** will oversee the sales organization and business development efforts of 5 business units, and will help lead the company's penetration into new and emerging markets. The **VPSM** has the option of being based in **Washington** or **Southern California**.

To be successful in this role, the **VPSM** must do the following:

- 1) **Strategic Plan**: Develop the short and long-term strategic plan for sales and marketing, and provide input in technology / product planning.
- 2) **Sales Organizational Development**: Devise and execute the roadmap for the entire sales organization, ensuring succession planning exists at all levels.
- 3) **Forecasting and Reporting**: Work with business unit leaders to refine and augment forecasting and reporting as necessary in order to ensure accuracy.
- 4) **Market Insight**: Analyze market trends and understand where opportunities for prospective sales are in the near and long-term, both domestically and internationally.
- 5) **Contracts and Negotiations**: Play an integral part in contract negotiation, working hand-in-hand with the legal / contracts group at corporate.
- 6) **Marketing and Communications**: Develop and implement a comprehensive marketing communications support process.

### **BACKGROUND AND EXPERIENCE:**

The ideal candidate will have the following education, work history, knowledge and skills.

**Education:** Bachelor degree is required, technical or engineering major is preferred. Graduate degree is a plus.

#### **Experience:**

- 15+ years of demonstrated Sales Leadership success. Must be capable of leading sales teams to accomplish their goals.
- 5+ years of Aerospace and Defense sales experience required, preferably with selling aircraft subsystems into OEM's.
- Additional sales experience in Industrial Automation, High Technology, or other non-A&D is strongly preferred. Broad, diverse backgrounds are preferred.
- Experience selling to aircraft OEMs, engine manufacturers, and mechanical subsystem customers required.
- Early career operational/technical background with the ability to sell from a technical perspective is a plus.

Contact: Nick Zanze - [nick@bobsearch.com](mailto:nick@bobsearch.com) - (949)-253-7746