



VICE PRESIDENT OF SALES & MARKETING

Accelerate growth as the leader of Sales & Marketing for this prestigious and well established global manufacturer of electronic instruments and sensors. In this newly created VP role, you will take over leadership of 3 areas: OEM Sales, Aftermarket Sales, and Customer Service, with a total team of 15-20 in a BU of over \$100 Mil in revenue. To take the company to the next level, your objectives will include:

- **Drive Growth:** Develop and implement a plan to achieve the company's desired 8% growth rate (which exceeds current sector and company growth). Includes assessment and plan for products and customers.
- **Organizational Development:** Evaluated the sales organization and scale for growth, upgrading manager performance, and mentoring and coaching.
- **Improve Direct Sales Performance:** Improve the performance of sales department, by implementing clear tactical plans, increasing utilization of systems and tools, adjusting pricing, and seeking adjacent markets.
- **Improve Rep/Distributor Sales Performance:** Evaluate the global rep and distributor network and agreements now in place to ensure optimum performance of this sales channel.
- **Cultural Change:** Achieve a shift to a more proactive (results-oriented) approach in the sales, marketing, and customer service teams.
- **Product Development:** Drive a product development road map that is highly responsive to customer needs, and achieves a competitive advantage to increase market share.
- **Marketing:** Improve value proposition to position company as a premier supplier for OEM and aftermarket customers, utilizing trade shows, conferences, social media, web site, etc.
- **Customer Satisfaction:** Ensure that all key customers are "green" on customer scorecard.
- **Strategic Plan:** Develop and periodically update a comprehensive strategic plan focused on specific strategies to achieve growth and improve performance.
- **Financial Management:** Support financial reporting, including forecasts, budgets, quarterly reports, and manage to the approved budget.

BACKGROUND AND EXPERIENCE:

Education: BA/BS required. Master's degree preferred.

Experience: 10-15 years' experience leading strategic sales initiatives and tactical execution in an aerospace electronics environment. Experience in both OEM and aftermarket is strongly preferred. Knowledge or experience with aerospace sensors is a plus. Lean and Six Sigma experience is a plus.

Knowledge and skills: Proven leadership ability to influence, develop, and empower employees to achieve objectives with a team approach. Solid presentation skills. Able to lead and coach team on complex sales negotiations and use of problem solving techniques. Metric-driven leadership style. Computer skills to include Salesforce, Word, Excel, PowerPoint.

- Travel: 50% - 75%.
- Location: Relocate or commute to Boston area, or company may accept a work-from-home arrangement.
- Due to contracts with the US Government, candidates must be either US Citizens or US Permanent Residents.

If you are a high-energy Sales Leader with balanced strategic and tactical abilities, excellent people management skills, strong problem solver and data-driven decision maker, we want to talk to you.

CONTACT: Olimpia Newlove, Executive Recruiter / 949-474-0459/ olimpia@bobsearch.com