



## **VP SALES & MARKETING**

Join a leading avionics provider that develops and manufactures NextGen solutions as the VP of Sales & Marketing. As the company's product achieves certification, the VP will lead all sales efforts to bring the new product to market and achieve the revenue growth goals for the company through transitioning the company to a more proactive sales approach. It is preferred that the VPSM be located in or be willing to relocate to California, but the company may be open to an alternative arrangement for the right candidate.

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

- 1) **Drive Sales:** Drive the sales efforts for company's products and take a proactive, well-planned approach to securing sales.
- 2) **Customer Relationships:** Take a proactive approach to developing long-term, positive relationships with strategic customers to ensure products and company are well known and respected.
- 3) **Larger Scale Opportunities:** Support the company's focus on increasing larger scale opportunities; take a hands-on approach in leading the bidding process for the company; lead the negotiation efforts, ensure proper pricing and secure new sales with fleet and corporate level customers.
- 4) **Market Intelligence:** Utilize the market information and analysis to increase sales and optimize the company's approach with customers and new platforms.

### **BACKGROUND AND EXPERIENCE:**

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

**Education:** Bachelor degree is required. Major in Engineering or related technical field preferred. Graduate or MBA degree is a plus.

**Experience, Knowledge and skills:** 7+ years of experience leading strategic sales initiatives and tactical execution within the aerospace industry.

- Experience selling to MROs, lessors, fleets and/or other key customers required.
- Experience selling avionic, air data systems, or other type of product upgrades to the Part 23 and/or Part 25 aircraft segments.
- A candidate who is well-versed in new product introduction is strongly preferred.
- Proven success with developing sales and marketing strategies, penetrating new markets, promoting and representing the company, identifying and winning new business opportunities, developing and achieving sales objectives in support of the company's revenue plan.
- Proven track record of driving scalable revenue growth and operational effectiveness.
- Project management skills, including the following: planning, scheduling, negotiating, data analysis, cost estimating/pricing methods, and closing sales contracts.
- Strong contract negotiating and closing skills.
- Deep understanding of evolving regulatory and technological environments and immediate or future strategic implications for the company.
- Exceptional verbal and written communication skills.

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