



VP SALES & MARKETING

Join a leading developer and manufacturer of proprietary components (real IP) for the Aerospace and Defense markets as VP of Sales & Marketing. The VPSM will help further define the forward-looking value proposition and product roadmaps for the company in consideration of market dynamics, demand drivers, customer needs, industry trends, and the competitive landscape. The position will be located in the Western US.

To be successful in this role, the VPSM is responsible for the following:

- 1) Overall Strategic Sales & Marketing Plan:** Assess the company's capabilities and market position, identify areas of opportunity both short and long term, and develop and implement a comprehensive sales and marketing strategic plan.
- 2) Customer Market Segmentation Strategy:** Own the segmentation strategy and value proposition for the company's product and service offerings. Define the market opportunities for the portfolio and partner with product management leaders and other company resources to build business cases for expanding the company's market presence and entering new markets.
- 3) Product Strategy:** Steer the development of new product solutions, identify growth opportunities, refine existing product portfolios and execute new product initiatives to meet the company's growth goals and overall business strategy.
- 4) Organizational Development & Definition:** Cultivate a higher standard of collaboration, communication, accountability, and success for individuals within the Sales & Marketing organization.
- 5) SIOP & Forecasting:** Partner with the COO to utilize SIOP to make fact-based decisions and optimize manufacturing, inventory and resource allocation. Partner with the CFO to utilize a variety of forecasting techniques to analyze market and product trends to develop demand forecasts and long range plan based with profitability goals in mind.

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

Education: Bachelor degree in an Engineering or related technical field is required. Graduate or MBA degree is a strong plus.

Experience, Knowledge and skills:

- Aerospace and Defense experience selling material, mechanical and/or electronic product lines required.
- Experience in components and sub-systems sales is required. Electronic sub-systems is a plus. The company places a high value on diversity of experience and what that can bring to the executive table.
- The ideal candidate will have experience moving a company up the value chain from component to sub-system.
- Solid sales (hunter) personality with a strong desire and ability to add new client companies and drive new revenue. Proven ability to identify and develop new and creative channels for revenue generation and obtaining new business.
- Strong foundation and proven track record for managing opportunities through the entire sales cycle, from lead generation to negotiation/close and implementation/follow-up required. Must be comfortable with the entire sales process and operate with a strong sense of urgency for achieving revenue targets.
- Demonstrated prior success in organizational development and team building.
- Outstanding oral and written presentation and communication skills.
- Prior experience operating in a private company environment is a plus.

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