



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

Our firm has been retained by a developer and manufacturer of defense related products to find them a Vice President of Sales & Marketing (VPSM). As VPSM, you will be responsible for developing a strategic plan that leads to profitable growth, working closely with executive leaders of the organization, developing marketing and branding strategies, and participating in tradeshow. We are looking for candidates with experience selling into the Department of Energy, the Department of Defense, and/or the contractors who serve them. This position is based in greater Phoenix area. Vice President of Sales & Marketing tasks include:

1. **The Strategic Plan:** The **VPSM** will develop and implement a structured and robust sales and marketing strategic plan that will ensure year over year growth. The **VPSM** will also lead successful strategies to win sales in existing markets while identifying growth opportunities in adjacent market spaces.
2. **Sales Organizational Development:** The **VPSM** will evaluate the current sales and marketing organization and make the necessary adjustments to ensure that the sales group has the right skills, people, and representation to support the company's continued growth.
3. **Forecasting and Reporting:** The **VPSM** will contribute to quarterly sales forecasts as well as determine the future sales for annual budgeting purposes.
4. **Market Insight:** The **VPSM** will analyze market trends and understand where opportunities for prospective sales are in the near and long-term, both domestically and internationally.
5. **Contracts & Negotiation:** The **VPSM** will support contract discussions and negotiations in order to ensure a strategic win for the company.
6. **Marketing and Communications:** The **VPSM** will develop and implement a comprehensive marketing communications support process to keep the organization at the forefront of the industry.

### **BACKGROUND AND EXPERIENCE:**

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

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

#### **Knowledge & 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 subsystems or systems (optics, sensors, weapons systems, components) to ground combat vehicle OEM's.
- Experience selling a designed solution to customers, where the sale is based on developing a technology to solve a customer need.
- Recent sales experience in with the US Department of Energy and Department of Defense selling security systems related to the transportation and storage of sensitive materials is a plus.
- Experience selling to international customers. Must be aware of and follow all export control laws as well as laws (both local and US) applicable to individual countries.
- Early career operational/technical background with the ability to sell from a technical perspective is a plus.

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