



### **Sales Director**

Join a leading manufacturer of custom fabricated and assembled structures for Data Center applications as **Sales Director**. The SD will be responsible for revenue and sales growth. In addition to effectively planning, directing, and coordinating all sales activities, the SD will be responsible for implementing the sales process, building out the internal sales team, and leading non-strategic account sales. The position can be based in several potential locations, including Northern and Southern California, or Seattle, Washington (other locations may be considered). The responsibilities of this position include:

1. **Increase Revenue:** Initiate contact with major customers within the Data Center market, and converting these conversations into executable sales and agreements. Identify leads for potential new business and qualify that program and customer are a strategic fit with company capabilities.
2. **Customer Relationships:** Gain business from untapped customers and promote / maintain the highest possible customer relationships through effective communication and relationship management.
3. **Organizational Development:** Build out the sales organization and lead the team. Ensure the sales organization is trained, capable of, and held accountable for selling products to customers around the world.
4. **Sales Process:** Develop and implement a structured, robust process to ensure year over year growth.
5. **Market Awareness:** Maintain an awareness of the overall health of the data center market, key players, what competitors are doing, etc.
6. **Cross-Selling Opportunities:** Maintain an awareness for opportunities where cross-selling opportunities may exist.

### **BACKGROUND AND EXPERIENCE:**

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

**Education:** A bachelor's degree is preferred, but not required. The company values track record and work ethic over education.

**Experience:** 10+ years in the Data Center industry and 5+ years of progressively increasing sales or business development experience that has provided exposure to a significant number of influential decision makers within the Data Center industry.

### **Knowledge and skills:**

- Experience selling to Data Center customers, contractors, and businesses.
- Experience with Data Center related products is a must.
- Experience selling highly engineered products, where the sale is based on developing a technology to solve a customer need.
- Process oriented approach to sales.
- Capable of leading sales team to accomplish their goals.
- Project management skills including the following: planning, scheduling, negotiating, data analysis, cost estimating/pricing methods, and closing sales contracts.
- An extensive knowledge of strategic goal setting and budget management.
- Exceptional verbal and written communication skills.

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