

JOB DESCRIPTION

TITLE: VICE PRESIDENT, SALES AND MARKETING

DEPARTMENT: EXECUTIVE

LOCATION: DUNDAS-ONTARIO-CANADA

DIRECT REPORTS YES NO

JOB PURPOSE

The Vice President, Sales and Marketing, is responsible for the development and deployment of North American sales and marketing strategies in alignment with Everworks' vision, mission and long term goals. As the VP Sales and Marketing you will be responsible for growing, leading, developing and coaching the sales organization from the ground up.

DUTIES & RESPONSIBILITIES

Strategy:

- Act as a strategic business partner, thought leader, advisor, and partner across the organization to establish strong and collaborative partnerships with Everworks' Executive Team
- Create, plan and implement sales strategy and marketing programs.
- Develop strategic priorities to increase pipeline generation.
- Set the deal strategy and negotiate contracts.
- Develop and implement growth strategies.
- Lead and develop sales leaders and actively participate in the organization's People Strategy.

Customer Relations:

- Develop and drive a customer focused standard level of sales excellence.
- Establish and develop key channels and customer relationships at senior and executive management levels.
- Organize and lead meetings between clients/potential clients and technical/key staff.
- Engage directly in proposals and bids.
- Gain a thorough understanding of key customers, project needs and requirements.

Industry Acumen:

- Stay up to date on industry trends and adjust sales strategies to remain competitive.
- Involvement in industry events to increase network and brand recognition

Organizational Development:

- Recognize areas of improvement and work to implement new developments and innovative ideas to improve profit, schedule, costs, customer relations, and/or inter-departmental relations.
- Oversee the full lifecycle sales efforts across all Everworks Group businesses and locations
- Review proposals, terms and conditions and other contractual documentation to ensure compliance with all company policies, regulations/laws and/or potential risks to Everworks
- Develop and lead a team of sales professionals.
- Inspire a culture of excellence supported by the company values.
- Drive standardization where applicable.

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- Adequately document processes, procedures and testing using structured formats. Where formats do not currently exist, provide a recommended format for review.
- Adhere to applicable laws and regulations.

Metrics:

- Responsible for driving the sales productivity by managing costs and overall Sales and Marketing budgets to meet financial goals
- Present sales forecasts and report on progress.
- Develop and regularly report on key metrics to the Executive Management Team
- Drive pipeline health and integrity within CRM sales software
- Create and manage Sales and Marketing budgets.
- Analyze sales data to identify potential gaps in process and implement improvement or mitigation plans.

Travel to Everworks locations and customer sites for meetings and support.
Available for other duties as assigned.

EDUCATION REQUIREMENTS

- Post-Secondary technology degree, diploma, or equivalent, specializing in mechanical, electrical, systems or computer engineering or relevant related experience.

EXPERIENCE NEEDED

- 15+ years of sales experience with 5 of those years leading high performing teams.
- 5+ years experience within industrial automation, controls or similar.
- Extensive experience in manufacturing and industrial environments.
- Proven ability to position products/services against competitors.
- High level of automation and electrical understanding, mechanical knowledge an asset.
- Experience with CRM software tools.
- Experience with developing and reviewing technical quotes, terms and conditions and other legal documentation.
- Experience with design concepts, such as AutoCAD, Eplan or similar.

CRITICAL SKILLS & ABILITIES

- Proven background in developing, implementing and achieving strategic plans.
- Ability to determine and manage risk.
- Excellent mentoring, coaching and people management skills
- Proven ability to handle difficult discussions with employees and customers.
- Detail oriented with strong financial and business sense
- Ability to lead multiple initiatives and manage multiple teams simultaneously.
- Excellent leadership and problem-solving skills
- Strong understanding of automation, electrically, mechanically, and programming
- Demonstrated ability to communicate, present and influence credibly at all levels of the organization

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- Proven ability to drive the sales process from start to close.
- Excellent verbal, presentation, and written communication skills
- A self-starter with the ability to work as part of a team in a fast-paced environment with minimal supervision.
- A passion for developing unique, concise, and creative solutions to complicated problems.
- Must be able to periodically travel to customer and Everworks sites in the US and Canada

APPROVED BY:

DATE:

1ST REVISION
APPROVED BY:

DATE:

