

TITLE: VP, Sales & Marketing

LOCATION: South Western Ontario

COMPANY: Our client is a privately held mid-sized manufacturing & distribution company. They are an **industry leader** in customizable packaging solutions. The company enjoys a reputation for high quality by creating value with innovative products.

ROLE FOCUS: As VP, Sales & Marketing, you will apply your expertise to advance the organization's unique positioning in the packaging industry. A key member of the senior executive team, you will report directly to the President and assume responsibility for the development and implementation of sales and marketing strategies involving branding, sales, competitive dynamics, market research, understanding of the value and prioritization of selective business opportunities, develop and manage channel and partner strategies and programs.

RESPONSIBILITIES:

- Meeting and exceeding sales targets and assisting in growing the firm
- Sourcing and responding to request for proposals, preparing and delivering client proposals and closing deals
- Preparing, negotiating and managing client contracts / agreements and amendments
- Working closely with the management team and business development team members to create and deliver high-quality presentations and proposals to effectively promote the company, business development activities and sales
- Contributing to project costing for proposals
- Performing annual and other periodic evaluations of overall business growth as needed
- Assisting in attracting, evaluating and retaining top sales & marketing talent
- Providing weekly, monthly and ad hoc reports to the management team with respect to clients, projects and resources as required
- Identifying, specifying, evaluating, developing, implementing, training and utilizing appropriate management information systems tools to communicate with staff, clients, prospects and management with respect to resource planning, prospective business, project progress, project profitability, prospect tracking, time tracking, billing, client contacts and accounts receivable
- Attending, participating in and frequently leading weekly and monthly management and staff meetings as requested

- Attending industry association events, conferences and client functions as required in order to achieve sales, relationship building, relationship maintenance, industry image and other business objectives

IDEAL CANDIDATE:

- A proven track record of generating profitable sales growth
- Must have B2B sales experience **to** the manufacturing and/or retail industries
- Strong experience in all aspects of sales, including growth strategies, manufacture reps, distribution channel management, account development, and business planning
- At least 10 years of experience in a direct sales management role in a B2B environment, preferably with customized product solutions.
- Proficiency with social media performance tools and other e-commerce strategies, must be familiar with CRM software
- Must be willing to travel (50%), visit clients, build and maintain relationships
- Bachelor's degree preferred