

Title: Vice President Sales & Marketing

Location: GTA – west

The Company:

Our client is a market leader in the building materials industry manufacturing and selling products for both the retail and commercial channels.

Role Focus:

Reporting to the President, the Vice President Sales & Marketing (VPSM) will be tasked with driving the growth of company's business model; developing and executing tactical strategies against corporate goals and objectives, and developing and scaling up new business and customer bases.

Overall, the VPSM will be charged with oversight and management of sales and business development. In tandem with this oversight the incumbent will be responsible for coordinating and leading marketing efforts; planning and monitoring the sales and margin results, quantifying the successes and shortfalls, adjusting as needed, and developing the baseline strategies to be deployed and fostering the strategies to be employed.

Strategic alliances on a corporate level with Finance and Operations will be an essential part of the success of these accountabilities. This position will be required to manage and grow a team of talented professionals, leading and directing them to execute successfully against company's strategic plans across all business sectors.

Key attributes for this individual include:

High energy, great stamina, the ability to move at a fast pace, a hands-on Sales & Marketing leader who remains on top of the business at all times.

This candidate will be an aggressive driver of the business – one who stands out above the rest with a hunger, ambition and a true passion to take advantage of the opportunity that is in front of them.

They will possess strong sales & marketing capabilities and provide unquestioned confidence that they will grow the business. Along with their focus on sales and marketing, the candidate will demonstrate strong analytical capabilities and business acumen.

Key Responsibilities:

- Strategic planning including corporate positioning, market and competitive analysis, customer segment selection and penetration plans, and related product positioning.

- Work closely with National Sales Management to lead and manage channel and partner strategies and programs.
- Manage and liaise with Regional Sales Teams to understand the business needs of existing and new business prospects, collaborating to design marketing strategies to drive business and deliver value to customers.
- Oversee product management including profitability and pricing, market and customer research for market and product requirements, interface with engineering and operations for product development, product pricing and product lifecycle management.
- Development of sales presentations and action plans for potential new clients, and identify future industry trends and incremental opportunities across all business sectors.
- Oversee marketing communications team, including branding, public relations, corporate communications, agency relations, advertising, digital and social platforms, trade shows, seminars and event materials, analyst and market research management, and website design and content either directly or on an outsourced basis.
- Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
- Research and drive business expansion/collaboration opportunities for the market; develop, in conjunction with senior management, the strategic market plan.
- Define and direct marketing programs for demand creation, lead generation and interface with Sales Management for lead tracking and management across all business units.
- Develop and manage the company's marketing and business development budget.
- Develop and track metrics and success criteria for all marketing programs and activities.
- Design & develop proposals, projects and campaigns to assess effectiveness across all business units; constantly seeking opportunities for process improvements and optimization.
- Maintain industry knowledge through actively networking, developing credible and strategic relationships with industry experts and conducting industry research.
- Work with the President and the other executive team members to identify and develop strategic alliances, communicate with board members when necessary, and close/grow major customer accounts.
- As a senior executive, formulating insights, championing and driving insights into action will be expected
- Develop, oversee, deploy and direct departmental processes.

Qualifications & Experience:

- Degree level qualification in business related discipline. MBA a plus.

- At least 5+ years in a senior commercial leadership position with well-developed strategic planning skills, at least 15 years' experience in sales.
- Demonstrated ability to coach, develop and motivate sales and marketing teams and drive a high-performance culture.
- A track record of developing sound sales and marketing strategies and pushing them through into the business.
- A track record of developing deep customer relationships and increasing sales.
- Ideally, a background in construction or industrial goods, or related.
- Familiar with specification sales to developers, building contractors, architects and design engineers as well as with the retail channel – with deep experience in one of these areas.
- Good cultural fit with a plc environment with global operations.
- Analytical and metrics driven with sound financial and business acumen.
- Ability to work under pressure and meet tight deadlines managing multiple priorities which will require significant travel on a regular basis.
- French language skills, while not required, would be an asset

Key Competencies:

- Strategic vision and can see the bigger picture while being execution focused.
- Critical thinking, creative problem solving & decision making.
- Excellent commercial and leadership abilities.
- Business focused and service delivery approach.
- Excellent people manager and team player.
- Tenacious, disciplined, driven and results oriented.

- Excellent presentation, interpersonal and negotiation skills.
- Resilience and adaptability.
- Ability to influence and negotiate at senior level and make an impact across a multi-cultural environment.
- A 'can do' and 'make it happen' attitude.