



VP of Global Sales and Customer Service

EMPLOYMENT AGREEMENT: Exempt

ADVISOR: CEO

PRIMARY CHARACTERISTICS:

- **Principles:** Supports and models the company's principles that are identified in the Declaration of Belief and Direction Statement, in all areas of conduct and business.
- **Leadership:** Always lead by example and through service. Provide clear direction, accountability, and leadership to the Sales and Customer Service team. Use Servant Leadership to provide sales leadership for Reell, develop and drive the global sales and customer service strategy, vision, objectives, and plans for the achievement of AOP, and further motivation to exceed AOP with a keen eye always on profitable revenue growth. Strategically lead the team with goals to increase revenue and market share, driving lead generation, VOC to understand customers, tracking key metrics, winning business, and continuing to provide superior customer service so we have deeply satisfied customers. Provide input to the Reell Leadership Team and global functional leaders as needed to meet Reell's objectives. Create a positive, energizing, rewarding environment for the cross-functional team.
- **Customer Focus:** Leads company efforts to exceed customer expectations by serving the customer to fulfill their needs. Develop and implement the yearly annual operating plan (AOP) that provides for Reell's sustainable growth in revenues and profits while upholding Reell values. Develops and executes processes and plans to fulfill customer care/customer service needs both internally and externally. Tracks and monitors customer satisfaction metrics and continues to improve the customer experience.
- **Communication:** Provide clear, concise, and regular communication to the global team, leadership team, indirect sales channel, and customers when needed to ensure clarity on all sales-related processes, challenges, customer information, etc. that is owned within the Sales and Customer Service function. Communication is critical to all having clarity of strategy, direction, and unity across stakeholders. Examples include: sales funnel, key customer care metrics (customer satisfaction, on-time delivery, etc.), customer visits, lead generation to indirect sales channel partners, PO generation, challenges, risks, actions, and business results to appropriate leaders, individuals, and teams.
- **Team Work:** As a key member of the Reell Leadership Team (RLT) the interaction with colleagues must be energizing, challenging, cohesive, and open for continuous improvement. Perpetuate collaboration in all aspects of your work. The RLT is your core team and must be unified. Create a positive, energizing, and rewarding environment for all Coworkers involved in the sales process. Work with the management team, functional leaders, and Coworkers to achieve sales goals. Contribute ideas, vision, energy, and passion. Willing to be challenged and open to change. It's about Doing Our Best as a team for the Whole.
- **Professionalism:** Displays professionalism to all Reell constituents by the actions, attitudes and work style displayed. Displays appropriate professional dress.

KEY RESPONSIBILITIES:

- **Sales Team Leadership:** This role is responsible for the success of the global sales team, customer service team and indirect sales channels. Provides clear communication to his/her team, leading with a humble approach and establishing strategies for the teams, to achieve their goals. Coaches and provides guidance to the team and manages team performance. Identifies training and development needs for Coworkers, trains and develops staff on sales methods, continuous improvement, and processes, working to establish succession / bench strength within the team.

- **Sales:** Develops new customers within existing product lines and increase share of market with existing accounts. Ensure customer relationships are being developed and that Reell sales team knows and understand their customers. Develops sales strategies to improve market share in all product lines. Develop strategies, goals and processes to target new customers with the ultimate goal to win their business. Delights our customers; develops and works to create meaningful customer relationships. Develops global product pricing strategy and implementation and manages pricing models with the company's CFO. Works with Operations leader to manage COGS to ensure margins are preserved or improved. Responsible for determining and setting up strategies for Rep Agreements and Distributor Agreements as well as training, engaging, and ensuring Rep and Distributor performance. Responsible for the forecasting strategies and execution of the forecasting.
- **Strategy and Marketing:** Plans, organizes and develops business plans that meet revenue and profit goals. Works with Reell leadership to plan and evaluate business strategies so that Reell can meet all stakeholders' expectations regarding sustainable and profitable revenue. Drives "voice of customer" (VOC) and market research to identify global market needs and solutions for product(s) and for ensuring that product designs are matched to demand. Responsible for product roadmap creation. Responsible for working with the cross-functional team to build product portfolio roadmaps, using market and customer intelligence, and activate the roadmaps through new product business case presentations and approvals. Works closely with engineering management to ensure product roadmaps are supported with technology roadmaps. Measures (where possible) or trend existing markets and company's share within the markets. Identifies and communicates new market opportunities, need for new technologies or new products to expand market share. . Initiates, develops and coordinates sale strategies and action plans that will produce maximum market penetration for current and new markets. Identifies objectives, strategies and action plans to improve short and long term sales and earnings. Develops a comprehensive understanding of market drivers, trends and competitors. Embraces new strategies and technologies for all areas of sales and marketing. Increase lead generation and work with team on lead follow-up and how to grow our leads.
- **Marketing Communications:** Responsible for all marketing communications including branding, tradeshow, website, communications of product launches, and electronic media as well as printed media. Develop marketing communications to provide consistency of "look and feel" to Reell's literature – both printed and electronic.
- **Administration:** Utilizes existing processes, modify or develops new processes to ensure accurate records associated with the sales process (pricing, quote logs, customer requirements document, key communications, schedules and forecasts.) Reviews variable expenses periodically to assure justification for expenses. Accountability for the budget for sales, marketing and customer care. Responsible for sales contracts, ensuring proper NDAs are signed and executed by the sales team, and other related documents on behalf of the corporation as needed. Responsible for other duties that may include internal planning, European and Asian Sales support or other broad company needs such as the Annual Operating Plan revenue projections from the global sales team Responsible for the development and adherence of Standard Operating Procedures within the department. Responsible for the Business Plan Development and Customer Requirements Development documents for the Product Deployment Process.
- **Customer Care:** Utilizes existing processes, modify or develop new processes to ensure customer orders are entered in a timely, accurate and efficient manner. Works closely with the operations team (primarily materials management, and production scheduling) to have efficient and effective means of committing to customer ship dates without excessive inventory. Utilizes key metrics to monitor performance and efficiency of customer care services. Monitors customer satisfaction utilizing surveys and/or other tools to evaluate Reell effectiveness in meeting and exceeding customer needs. Works closely with sales and customer service team to provide the best forecast possible in ERP. Maintains key information in ERP system regarding terms and conditions. Trains and implements uniform methods to ensure processes are used globally.
- Other duties as assigned.

SKILLS REQUIREMENTS:

- Attitude of excellence, having a positive 'can do' attitude, a willingness to work hard to achieve goals, pride in your own work, a desire to do your best, and the ability to cultivate excellence around you.
- Adaptability
- Financial Acumen
- Contract negotiation and creation
- Industry and Technical Knowledge
- Quality Focus
- Demonstrated ability for technical sales
- Strong strategic thinking and planning skills
- Understanding and experience in determining global customer needs and selling value-added solutions
- Understanding and experience in selling, on a global scale, products to new customers and market
- A working knowledge of P&L, cash flow and balance sheet financial reporting
- Microsoft Office software (Word, Excel, and PowerPoint) and familiar with database software and CRM
- Demonstrated analysis and problem-solving skills
- Adept at resolution of conflict, and working in a collaborative environment that values consensus decision-making, dialogue with others on issues, and openness to being influenced by others
- Understanding and appreciation of cultural differences

EDUCATION AND WORK EXPERIENCE REQUIREMENTS:

- BA or BS college degree (technical major preferred)
- Minimum of five years of demonstrated sales management success with growing profitable revenue
- A total of at least ten years in technical sales or related functions
- Demonstrated success with international sales, preferably China, Taiwan, Japan, India, Europe, Mexico
- Ability to travel to relevant countries (primarily China, Taiwan, Japan, Europe and US)

PREFERRED REQUIREMENTS:

- BS in Engineering or Scientific field
- MBA
- Experienced in China, Taiwan, Japan, India, Europe and/or Mexico international sales

PHYSICAL REQUIREMENTS:

- May be required to lift up to 40 pounds or sit or stand for longer periods of time
- Travel: Up to 50% domestic and international travel