

### **Vice President of Sales & Marketing, Standard Value Stream**

Are you an experienced Vice President of Sales and Marketing who is looking to join a well-established, highly respected industry leader? Independent Printing Company, an award-winning print and communications firm, dedicated to customer service and reliability is in search of a Vice President of Sales and Marketing to lead the Standard Products Division.

### **VP of Sales and Marketing, Primary Responsibilities**

This position is a member of the Company's Leadership Team. The primary responsibility of the VP of Sales and Marketing is defining the direction and management of the Division's sales and business development operations, including- market competitiveness, pricing, compensation, and distribution and channel strategy. The VP of Sales and Marketing will drive and work to achieve IPC's sales, growth and profitability goals.

### **VP of Sales and Marketing, Essential Functions**

- Ensure achievement of sales, growth and profitability goals by leading the Standard Products Division Sales, Marketing and Customer Service teams
- Define appropriate sales and marketing organization alignment to the demands of the market, and customers who use the Value Streams products.
- Works with the sales organization to develop a reliable, predictable and repeatable sales process with the outcome being consistent industry leading growth levels.
- Works with the sales organization to oversee the ongoing development and use of a robust, targeted and strategic sales pipeline.
- Works closely with the sales team to identify areas of strategic differentiation and a go to market approach to grow sales by capitalizing on IPC's strengths.
- Define new or emerging market requirements/needs that shape new products and upgrade existing products.
- Oversee product management including market and customer research for market and product requirements, interface with internal resources for product development, product pricing, production and product life cycle management.
- Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
- Develop pricing policies and strategies along with the CFO.
- Direct multiple sales campaigns seamlessly while using acute analytical and strategic skills to successfully guide and assist the closing of major deals.
- Oversee marketing communications including branding, public relations, advertising, trade shows, seminars and events.
- Develop and track metrics and success criteria for all selling and customer service programs and activities
- Develop and manage the Division's entire sales and marketing budgets.
- Work with Operations and other cross functional areas to Identify continuous improvement opportunities for processes, products and services through a Lean Manufacturing approach.
- Develop, coach and mentor sales, marketing and customer service supervisors and other members of the team.
- Live IPC's core values and support the vision and culture.

### **VP of Sales and Marketing, Knowledge, Skills and Abilities**

- Build meaningful customer relationships at all levels within our customer organizations including C-level executives, influencers and decision makers with the ability to influence stakeholder organizations to deliver results.
- Ability to plan, manage and act at both the strategic and operational level.
- Establishes contacts and relationships with potential customers and channel partners.
- Proven track record of developing and implementing sales, marketing and customer service strategies that have consistently met or exceeded planned objectives, providing personal leadership through example.
- A self-starter, yet able to work as part of a team.
- Expert in market segments landscape and extensive competitive knowledge.
- Extremely effective public speaking skills and presence with experience working with business and industry press.
- Ability to recognize sales / market opportunities and areas for improvement, prioritize, develop a sales and marketing plan and successfully implement.

### **VP of Sales and Marketing, Training and Experience Requirements**

- Minimum of a Bachelor's Degree in Business Management, Marketing, Finance or other related field is required.
- Experience in the Print and/or Packaging industry is a plus but not a requirement.
- A minimum of 5 of years in a successful Sales and Marketing leadership role.
- Adept in the use of CRM, Sales and Marketing software and tracking tools strongly desired.
- Strong interpersonal, communication, team building and coaching skills
- Experience in Lean Office / Manufacturing

If you have an established track record of successfully developing, executing and growing a sales and marketing program, a strong penchant for action, the ability to take calculated risks and proven success developing and managing excellent customer relationships, we look forward to speaking with you!

For immediate consideration, please email your cover letter and resume to Human Resources, at [smcguire@independentinc.com](mailto:smcguire@independentinc.com).

