

Vice President Sales - Europe

Job Description

Essential Functions:

- Lead international Sales Team in Europe (Sales, Product Marketing, and MarComm)
- Responsible for achieving sales revenue targets of the European organization
- Responsible for ensuring that relevant customers and partners in the market (integrators, end-users, channel partners, resellers, consultants) choose Leyard for their projects
- Develop and implement strategic, sales plans and forecasts to achieve corporate objectives for sales of products and services
- Coordinate sales distribution by establishing sales territories, quotas, and goals
- Develop and recommend product placement, product positioning and pricing strategy to produce the highest possible long-term market share
- Contribute to pricing decisions by providing market intelligence and competitive information
- Manage sales/marketing operating budgets
- Oversee monthly sales report showing sales volume, potential sales, and revenue results
- Review and analyze sales performances against programs, quotas and plans to determine effectiveness

Personal requirements:

- Prior Experience with leadership of a multinational sales team in proAV market is required
- In-depth knowledge of proAV market, selling strategies and methods in proAV market
- Strong working knowledge of proAV products, competitive products, and the market.
- Track record of demonstrated success selling and developing sales strategies as a senior leader
- Demonstrated ability to deliver results in fast paced dynamic environment required
- Able to sell directly, manage channel partners, and influence industry thought-leaders
- Deep understanding of channel management, account management, distribution strategies
- Understanding of revenue management and planning
- Experience evaluating business trends and developing and implementing business programs
- Demonstrated strong organizational skills, effective communication skills; oral, written and presentation, required.
- Frequent travel required.

If you are interested in applying for this position, please send your CV and cover letter to hremea@leyardgroup.com.