

**KONDEX CORPORATION  
POSITION DESCRIPTION**

**POSITION TITLE:** VP of Sales & Marketing  
**DATE:** 2011.03.23  
**REPORTS TO:** President

**POSITION PURPOSE/MISSION:**

The VP of Sales & Marketing is a key member of the Kondex leadership team. This role develops, directs and implements global strategic sales, marketing, and customer service efforts for core products within current operational capabilities consistent with growth and business objectives. Ensures that the sales, marketing, and customer service functions are capable, motivated, and supported while delivering exceptional customer support. Ensures the sales and marketing team works seamlessly with the engineering, supply chain, manufacturing, finance, and human resource functions in meeting the needs of our customers.

**ESSENTIAL DUTIES and RESPONSIBILITIES:**

- Elevate the company's capability to successfully perform sales and marketing activities for a \$100 Million plus business with a variety of product lines and markets.
- Lead the development and implementation of long-range sales, marketing and customer service strategies including the cost-effective assessment and enhancement of the value proposition with customers.
- Maintain knowledge of current and future industry trends.
- Monitor competitors' products, practices and pricing while leading the development and implementation of strategies to reach and retain our desired market and customer positions.
- Participate in the company's strategic planning process, representing sales, marketing, and customer service elements.
- Develop and enhance high-level relationships with large OEM accounts.
- Direct and engage in the selling effort with large OEM accounts.
- Review, negotiate and approve customer contracts for core products within current operational capabilities.
- Direct pricing strategy and make key account pricing decisions consistent with company goals and policy. Ensure timely implementation.
- Direct the sales forecasting process.
- Lead the development and implementation of long-range advertising and promotion strategies including trade show participation, direct communication to customers, and promotional resource material development such as literature and product presentations.
- Actively participate in industry and trade association activities.
- Lead the sales and customer service organization including the determination of organizational structure and staffing levels, the development of goals, and the assignment of accounts.
- Hire, develop, motivate and mentor sales associates.
- Develop and manage annual sales and operating budgets.

**POSITION CHALLENGES:**

- Leading the identification and development of sales opportunities while meeting profitability objectives.
- Ensuring sales objectives are met while managing costs to budget.
- Ensuring the successful completion of complex negotiations and problem solving with large OEM accounts.
- Maintaining appropriate, cost-effective support of current accounts while supporting business development efforts.

- Exhibiting professional judgment in maintaining strict confidentiality when working with competing OEM customers.
- Delivering accurate sales forecasts.

**SUPERVISION EXERCISED:**

- Account Managers, Customer Service Manager

**INTERNAL ORGANIZATIONAL RELATIONSHIPS:**

- Primary internal customers: Business Development Manager, Chief Financial Officer, Engineering Manager, Materials Managers, VP of Manufacturing, VP of Human Resources & Organizational Development.

**QUALIFICATION REQUIREMENTS:**

Minimum Technical Qualifications:

- Bachelor's degree in business, engineering or relevant discipline.
- Five to seven years progressive sales management experience with manufactured products where features and benefits are engineering focused.
- Minimum five years of demonstrated success in large OEM account management where the primary decision makers are engineers.
- Experience in selling products with long selling cycles.
- Strategic planning and forecasting experience within Sales and Marketing function.
- Experience negotiating sales contracts.

Preferred Technical Qualifications:

- MBA or relevant advanced degree.
- Experience in a growth environment.
- Experience with comparable products.
- Knowledge and extensive contacts in target markets.
- Direct experience in, or a keen understanding of manufacturing and engineering.
- Experience in selling co-developed products.
- Experience in identifying new business opportunities.
- Customer service experience.
- Sales forecasting experience.
- Experience with pricing strategy.
- Experience in management of sales and customer service professionals.
- Experience with advertising and promotion.

Required Behavioral Competencies:

- Customer Orientation – stays close to customers and consumers, anticipating and meeting customer/consumer needs. Demonstrates excellent listening, verbal and presentation skills.
- Influence & Positive Impact – skilled at persuading, motivating, and energizing others at all levels. Passionate, personable, self-confident, and likeable. Able to flex style and direct, collaborate, or empower as the situation requires. Ability to establish a personal power base built on mutual trust, fairness, and honesty. Establish and maintain productive relationships and networks, utilizing them to facilitate business transactions.
- Visioning and Strategic Thinking – imaginative, entrepreneurial and thoughtful, creating a vision of a preferred future and communicating it clearly and enthusiastically in such a way that others are attracted to it. Knows and understands the factors influencing strategy, and acts with the future in mind.
- Business Thinking – sees the organization as a series of integrated and interlocking business processes. Understands general business concepts. Understands the

financial framework of the organization. Establishes and monitors appropriate financial measures, using data to make informed business decisions.

- Results Orientation – maintains appropriate focus on short- and long-term goals. Motivated by achievement, and persist until goals are reached, conveying a sense of urgency. Manages time wisely and effectively prioritize multiple competing tasks. Sets goals for people and objectively monitors progress, holding staff accountable.
- Risk-Taking – takes calculated chances to achieve goals, finding a balance between analysis and action.
- Learning agility – continuously seeks new knowledge, creates and fosters a culture of interest, curiosity and learning. Flexible to change, and learns from failure. Seeks to improve processes and products.
- Coaching & Counseling – effectively instructs associates at all performance levels and enjoys helping team members grow, sharing authority and providing resources and support that empower. Offers clear, direct, and timely feedback.
- Problem Solving & Decision Making – identifies and solves problems, develops innovative solutions, acts decisively, and shows good judgment.
- Self-Objectivity – knows personal strengths and limitations and works toward improving weaknesses.

CULTURE: Follows Kondex Values & Beliefs

TRAVEL: 40%-Required Auto & Air Travel and a Valid Driver's License.

COMPUTER SKILLS: Working knowledge of Microsoft Office.

### ***OVERVIEW OF COMPANY***

Kondex's mission is "Helping to Feed and Fuel the World." We are a leading manufacturer of engineered components for the agricultural, biofuel, construction, forestry and turf markets. We are ISO 9001 and ISO 14001 certified. Our main focus is to exceed the needs of our customers. Kondex was started in 1974 and is privately owned. Annual sales have grown substantially. Our excellent growth has been the result of producing quality products and providing a high level of customer service. Kondex recently moved into a state-of-the-art 155,000 square foot facility that is climate controlled and utilizes enhanced process flows. We have a non-union workforce of approximately 200 associates. Kondex is a smoke-free environment. Dress is business casual. Kondex is recognized for its team environment and utilization of individual talents to create a high performance workplace.

Email your cover letter and resume to [HR@kondex.com](mailto:HR@kondex.com) or fax to 920-269-7974.