

Job Description

Job Title: Vice President, Marketing

Location: Sto Americas Corporate HQ, Atlanta, GA 30331

Reports to: President & CEO

Purpose:

Sto Corp. (Sto), a domestic and global innovation leader of building envelope systems and high-performance facades, is seeking a creative and talented Vice President, Marketing. As a member of the Sr. Management team, the Vice President, Marketing will be responsible for all corporate Marketing and Product Management activities. In addition, the Vice President, Marketing will also be responsible for the analysis of existing marketing channel strategy and the redesign and implementation of new Marketing strategies with respect to new product innovations, industry trends, and competition direction. The ideal candidate will also be responsible for building and enhancing corporate and product branding within industry channels to create a cohesive and coordinated brand strategy aimed at increasing domestic and international awareness while also creating a holistic communications strategy.

Essential Duties & Responsibilities (includes, but not limited to):

- **Strategy:**
 - Evaluate, design, develop and track the company's position relative to market forces, competitive threats and, importantly, Sto's capabilities and brand strengths. Constantly monitor. Coordinate across all company functions; work closely with Sales.
 - Develop a coordinated brand strategy that effectively communicates the firm's key messages, offerings, and value in target markets through a variety of mediums, including print, media, websites, newsletters, and e-communications.
 - Develop strategic and tactical marketing plans to achieve revenue goals.
 - Utilize various forms of customer and market research to understand market trends and customer needs.
 - Identify strategic alliances which generate increased visibility, revenue, and growth.
 - Develop and utilize performance metrics to assess market strategy– i.e. market growth, customer satisfaction and retention, and revenue generation.

- Increase visibility and presence among key constituents through participation in national conferences, events, and conventions.
- Management:
 - Manage Marketing and Product Management teams. Provide support for LATAM and Canada as requested.
 - Organize, plan, execute, and manage large-scale projects from creation through implementation while fostering team collaboration and task commitment.
 - Work closely with Engineering and Technical Services / R&D to ensure that new products and systems provide optimum performance and building code compliance.
 - Responsible for productivity, profitability, brand awareness, customer acceptance and lifecycle management of existing products within the all product categories.
 - Partner/collaborate with key stakeholders in Sales, Technical Service / R&D, Operations, Finance and Customer Service to ensure superior performance and growth for the entire categories.
 - Establish ongoing expertise with respect to the market segment, industry, and competition.
 - Ability to travel up to 15-20%.
 - Performs other duties as needed.

Knowledge/Skills/Abilities:

- Bachelor's degree in Marketing, Business Administration, Business Science, Public Relations, or related field required. Equivalent work experience may be substituted for the degree requirement.
- Master's degree in Marketing or Business Administration, preferred.
- Ten (10) plus years of managing Marketing, Product Development and Strategic Business Development in Manufacturing, preferably in Building Materials.
- Strong leadership skills and ability to thrive in results-oriented environment.
- Experience in developing best practices in corporate use of enterprise CRM system (preferably Salesforce.com)
- Experienced in both Commercial and Residential product lines working with an established distributor network.
- Experience developing, launching and promoting new marketing initiatives and campaigns with proven results.

- Creative, strategic, and tactical approach to expanding target markets with proven revenue growth.
- Knowledge of the financial components of product and marketing management, including product profit contributions (cost, pricing, mix), P&L statements, budgets, and other financial metrics.
- Strong, demonstrated knowledge and proficiency in data software: Microsoft Office 365 (required), CRM (preferably Salesforce.com).
- Strong leadership skills and ability to thrive in results-oriented environment.
- An affinity for current digital technologies is essential.
- Ability to define problems, gather data, establish facts, and draw valid conclusions.
- Excellent oral and written communication skills and strategic listening skills are necessary to effectively exercise tact, discretion, judgment, and diplomacy when interacting and/or negotiating with all levels of internal and external customers.
- Exceptional time management skills displaying ability to manage multiple tasks.
- Strong organizational skills - attention to detail with strict attention to details.
- Results-orientated and able to work both independently and within a team environment.
- Self-motivator - willing to take the initiative.
- Creative innovator with entrepreneurial spirit.
- Active, lifelong learner mentality.

To Apply:

Submit your resume and cover letter to Jobs@StoCorp.com. Job ID: VPM