

## Job Description

**Title:** Regional Sales Director

**Location:** Remote – West Region (ideally, must reside near major airport)

**Reports to:** Vice President, Sales

### **Purpose:**

Sto Corp. (Sto), a global innovation leader of building enclosure systems and high-performance facade coatings is seeking a **Regional Sales Director** for the West region. The purpose of this position is to manage and execute the strategic business objectives as defined by the company for the defined region. This role will also be responsible for the successful management of all sales related activities within the region pertaining to Demand Creation, Field Services/Support, Channel Management and Account Management Specialists/Customer Service.

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

- Mentor and coach regional sales team towards actions and initiatives that result in productive territory growth and increased market share through the appropriate channel within the region.
- Create a positive environment to execute the objectives of the annual business plan via agreed upon tactics and according to the company's stated strategic initiatives.
- Review monthly, quarterly, and annually, sales and expenses to ensure each defined territory is performing according to plan
- Manage the regional P&L to ensure results are in line with the company's overall objectives.
- Manage conversion rates through project pipeline which lead to increased sales of projects through CRM tool.
- Ensure installer network is supported throughout the region and delivering increased year over year sales revenues against business plan.
- Maintain consistent dialogue within the distribution network throughout region.
- Serves as communication liaison between corporate office and region to include the proactive identification and resolution of issues, opportunities, and competitive activities to appropriate members of marketing and/or sales management.
- Lead the rollout of sales programs, technology and product launches.
- Perform other duties as assigned.

**Knowledge/Skills/Abilities:**

- Minimum five years in sales and/or sales management in a construction related field or previous experience shows the use of skills needed to execute this position successfully.
- Prior experience leading and executing a remote sales team.
- Knowledge of multichannel market strategy and how to balance sales goals through the proper channel.
- Bachelor's degree from accredited University/College in Business Administration or Construction Management or an equivalent work experience, MBA a plus.
- High level strategic thinker and abstract reasoning ability.
- Additional language skills would be an asset.
- 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.
- Strong knowledge and proficiency in data software: MS365 (required), CRM (preferably Salesforce.com).
- 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.
- Strong organizational skills - attention to detail and self-motivator - willing to take the initiative.
- Creative innovator with entrepreneurial spirit.
- Ability to travel independently, as needed (60% or more).
- Active, lifelong learner mentality.

**To Apply:**

Submit your resume and cover letter to [Jobs@StoCorp.com](mailto:Jobs@StoCorp.com). ID: RSD-WR