



Sales & Marketing Director

ASV Holdings, Inc. designs and manufactures compact track loaders and skid steers used primarily used in construction, forestry, landscaping, and agriculture. ASV has an immediate opening for a Sales & Marketing Director in the Sales Department. This position will report directly to the Chief Operating Officer (COO).

OVERVIEW:

Position Description

This position is responsible for the overall management, sales, marketing and distribution of ASV products worldwide. Also responsible for providing strategic leadership and focus that drives the achievement of volume, share, and profit goals.

RESPONSIBILITIES:

- Directly responsible for overall sales and brand development of ASV products and services worldwide.
- Monitor key business indicators and address opportunities as necessary with regard to volume, distribution, gross profit, market share and dealer development.
- Manage sales forecasts, pricing strategies, programs, and operational expenses per established budget guidelines.
- Develop new and existing retail and rental markets through traditional and non-traditional channel strategies.
- Lead and align Sales & Marketing teams with other strategic functions to ensure performance objectives are met and priority deliverables are consistent with forecasted budgets/strategic plan.
- Continually align with peers to ensure shared strategic goals are met.
- Ensure compliance with all company policies and procedures.

QUALIFICATIONS:

Education:

- 4 year degree in relevant field (MBA preferred)

Knowledge, Skills, & Abilities:

- 7-15+ year's relevant leadership experience within commercial/industrial sales and marketing roles of increasing responsibility.
- Prior wholesale sales and marketing experience with construction equipment industry strongly preferred.
- Must have clear track record of people/business development and strategy implementation.
- Must be able to effectively deliver corporate, global processes within local environments.
- Experience in strategic planning and execution.
- Knowledge of contracting, negotiating, and change management.
- Ability to analyze/interpret financial data, develop financial plans, and manage resources.

- Professional written/verbal communication skills.
- Must have excellent project management/organizational skills and strong attention to detail.
- Ability to motivate teams and simultaneously manage several projects.
- Proficient with MS Office (Excel, Word, PowerPoint) required.

TRAVEL:

- Significant business travel required.

The above Job Description is not intended to be an all-encompassing list of responsibilities, skills, efforts or working conditions associated with this position. It is intended to be a guideline reflecting the principle activities.