

Director of Sales North America

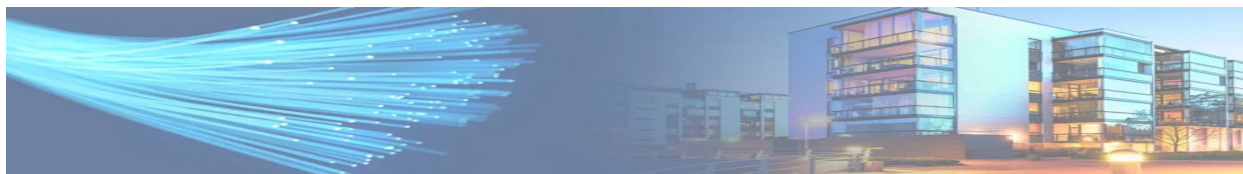
The Company

Keeping the world connected – at play, home, school, at work, and everywhere in between, that’s what we do. Crowntech Photonics is a leading provider of passive components and modules that enable high bandwidth systems such as hyper-scale cloud computing, core routing of the internet, and fiber to the home. As we continue to expand, we have a fantastic opportunity for a Director of Sales to support our current and future clients achieve their goals to scale their businesses.

The Position

The North American Director of Sales will have ownership of the regional sales strategy to deliver cost effective solutions for data center and enterprise structured cabling, broadband networks, markets. This is an opportunity for an established sales hunter to grow Crowntech’s business by identifying prospects, nurturing leads, uncovering opportunities, and developing and executing sales strategies that result in achieving quota and supporting company sales initiatives. This position will generate leads, qualify prospects, manage sales of products and services and drive new revenue, as well as account management activities for an established book of business consisting of a variety of verticals. Additionally, this position will:

- Generate new business opportunities with prospects and new customers for Crowntech’s solutions to meet assigned financial goals for the designated sales territory. Expand wallet share with current customers.
- Partner with General Manager and Inside Sales Team for successful prospecting and account management. Maintain records of customer contacts using CRM, ensuring key contact/account profile information is updated, appointments are logged and forecast information is accurate.
- Continuously devote time and energy to increasing market knowledge and personal skill level on Crowntech products, the industry, and sales techniques
- Provide ongoing visibility to accurate forecasts of potential sales
- Communicates “Value” in the form of Cost/Benefit Analysis presentations to buying influences at all levels (senior leadership and other influencers/decision makers)
- Travel up to 60%, including collaborative calls with inside sales, engineering and leadership (note that with current restrictions in the US, this requirement can be satisfied by video teleconferencing).
- Provide regular updates to General Manager on sales funnel, account actions, and product performance. Provide feedback on technology needs for future sales opportunity. Productively communicate needs for organizational improvement while embracing Crowntech values.
- Work consultatively with prospects/customers to uncover needs



- Develop and execute prospecting plans
- Meet assigned activity metrics
- Identifying potential new areas and growth opportunities.
- Performing the lead role on a cross functional win team that may involve Solution Engineers, Marketing, Channel, Business Units and other teams within Crowntech.
- Providing continuous "voice of the customer" feedback to the BUs and Business Management
- Gathering and providing account and intelligence on competing products/systems and competitors in each account
- Improve key business indicator such as funnel add, funnel conversion, funnel coverage, bookings velocity and others

The Candidate

The successful salesperson will have a Hunter mentality, self-starter, comfortable in an unstructured environment, driven, and adaptable different communication styles.

- Bachelor's degree in a technical discipline such as Electrical Engineering, Computer Science, Telecommunications, etc. or equivalent experience.
- Seasoned salesperson 15+ years' experience in sales (key or strategic account management) or business development in a high-tech industry.
- Strong track record with opening doors to new accounts.
- Proficient with funnel management and sales forecasting.
- Robust business acumen along with a solid technical background and understanding of wireless Test and Measurement technologies
- Ability to build relationships with key customer decision makers
- Good organizational and cross functional management skills
- Adapt at influencing and supporting non reporting sales teams
- Extensive experience in customer management and putting together commercial value propositions.
- Outstanding negotiating skills.
- Extensive travel within region (as allowed/required)

Next Steps

If this position sounds like a great fit for your experience, we'd like to hear from you. Please apply by email to lsheehan@crowntechphotonics.com and include your cover letter and resume. Within your cover letter, please briefly share with us your experience building effective sales relationships in the Fiber Optics industry.

