



SKG Vice President of Sales and Marketing

Company Background

SKG is a Certified MillerKnoll Dealership that serves South and Central Texas. Established in Austin, Texas over 25 years ago, SKG continues to build upon its reputation of providing customers unique, creative and cost-effective office solutions that are skillfully supported by its exceptional service teams. SKG is a woman-owned company with active dealer principal participation. Through this participation and its cast of knowledgeable, top-quality employees, SKG exhibits an atmosphere of creativity, collaboration and professionalism that provides its customers the highest levels of design excellence and environmental sustainability.

Position Summary

Partnering with executive leadership team, the Vice President of Sales and Marketing will develop the organization's short- and long-term goals and strategies and ensure an effective increased sales pipeline. In this role, you will be responsible for planning and executing sales, marketing and exploration into untapped markets. This individual will evaluate existing processes across multiple functional areas and develop efficiencies and performance improvements. The Vice President of Sales will track and report on sales penetration and profitability results to ensure consistent growth and progress towards achieving organizational goals.

Responsibilities

- Look for market potential and vertical market growth/contraction.
- Provide leadership for the organization's vertical market sales teams with a collaborative, entrepreneurial and results-driven management style.
- Work with vertical market sales team to evaluate strengths; add structure and performance parameters to drive growth and customer service excellence.
- Hold the teams accountable to established benchmarks required to monitor and report key performance indicators; hold sellers to accountability for their individual performance through Hubspot.
- Monitor competitors' products and service platforms, including relevant sales and marketing data.
- Drive organization's forecasting dashboards and develop communications with our key product partners, and sellers.



- Monitor weekly status sales forecasting, profitability, and initiative.
- Set company individual contributor goals and hold teams accountable to monthly and quarterly goals.
- Develop annual sales plan and provide SWOT analysis: team/competition market segments.
- Continually evolve best-in-class deliverables supported by a trainable process.
- Adhere to SKG marketing and branding standards for all deliverables.
- Spearhead innovation and understand the market and market drivers for key customers and industry sources.
- Drive performance improvement and lean initiatives to improve operational effectiveness as measured by quality and timeliness.
- Develop and maintain excellent relationships towards internal and external customers and vendors.
- Focus and mature an overall gross profit.
- Hold Sales Teams accountable for delivering terms, invoicing, and Hubspot accuracy.