



**Job Title: Vice President of Sales and Marketing**  
**Reports To: President**

---

**Summary of Position:**

Reporting to the President, the Director of Sales is responsible for business results for the U.S. Caro Systems (USCS) Business Units. The scope of this position includes: leadership of the Sales Department, which includes the Business Unit teams, supporting Contract Administrators and Business Development Manager. Has overall responsibility for new business generation, proposal preparation, bookings (orders), Profit and Loss accountability, developing and maintaining customer relationships, establishing the overall yearly business plan, overseeing operating activities to ensure good customer service and cost objectives are met, contract negotiation among other business related duties.

---

**Duties and Responsibilities:**

- Focuses on details of value creation, i.e.; value based pricing, continual cost improvement, and identifying profitable new business opportunities
- Leads the Sales Team of Business Unit Managers, Contract Administrators and Business Development Managers to create intrinsic value
- Develop relationships at new business accounts while maintaining long standing relationships with distributors, end users and Original Equipment Manufacturers (OEM's)
- Sell the value of products and influence customer's decision to purchase
- Provide weekly and monthly reports to management
- Determine and implement strategic and/or tactical plans to win profitable new business
- Negotiate sales and marketing contractual commitments with OEM's and end users
- Travel will be global and include OEM meetings, distributor meetings, sales events such as trade shows, customer site visits with either salesman or distributors, and corporate meetings
- Represent USCS at trade shows, conventions, and seminars to maintain customer contact, increase brand exposure, and publicize new products and services.
- Travel requirements will be approximately 25-30%
- All other duties as assigned

---

**Education and Qualifications:**

- 4-year college degree (engineering or business degree preferred)
- MBA Preferred
- 10 years minimum related experience
- Experience with increasing responsibilities
- Broad business knowledge preferred: technical sales, engineering, finance and operations
- Aerospace or Industrial experience preferred
- Ability to drive results from current and prior positions
- References validating proven performance is required



**Skill Set Required:**

---

- Leadership abilities
- Understanding of the details of creating real value
- Good business sense/judgment
- Critical thinking and problem solving
- Action oriented
- Strong communication skills (verbal and written)
- Open and honest communication. No politicians need apply.
- Take ownership for their performance and for their team's performance
- Results oriented
- Manage and prioritize multiple programs to maximize value creation
- Good writing skills
- Extensive working knowledge of MS office software (particularly MS Excel and MS PowerPoint)

**To apply, submit resume:** [www.uscargosystems.com/careers/](http://www.uscargosystems.com/careers/)

**Signature:**

---

I understand that I am expected to adhere to all company policies and to act as a role model in the adherence to policies. I have read and agree that the contents of this job description accurately reflect my understanding of what is expected of me in this position.

Employee's Name: \_\_\_\_\_

Employee's Signature: \_\_\_\_\_ Date: \_\_\_\_\_