



# Position Specification

## **Manufacturing Company Regional Director – Western USA**

### ***The Company***

Our client provides a line of high quality visual communication products at extremely competitive prices to academic, civic and corporate customers.

- Supplies the highest quality visual communications products on the market.
- Provides superior value by combining high quality products with some of the lowest prices in the industry.
- Provides world-class customer service to each customer every day.

### ***The Opportunity***

The Company is seeking an exceptional executive to manage their West Coast (California) region interacting across the organizational structure of this region, including substantial direct client involvement, new office establishment, market penetration and direction of installation services. This position will serve as the day to day leader for this region of the company and must have a proven track record of sales and sales management experience, coupled with direct experience within the construction sector. This leader must have the ability to establish this new office (site selection), implement the operating and sales plan for the region, direct experience within the construction bid process and installation services markets. A licensed contractor or professional with experience working within the related construction marketplace is preferred. Prior experience selling within the educational, government and related commercial construction industry would be preferred. As the company continues to expand, this position will have the opportunity to grow within the company and serve in positions of increasing responsibility based on capability and personal performance over time.

### ***The Position***

#### ***Location***

Los Angeles, California or related geographic market of Southern California.

#### ***Reporting Relationships***

This position will report to the President and will manage the performance of the West Coast Region. Over time, it will be expected that this person will build a sales force to match the growth and needs of the organization and will manage this team and the western operations. Additionally, the person will develop an installation services field team for the region.





The Regional Director – Western USA must be a proven and experienced sales and sales management professional, a strong team builder and leader dedicated to the inherent hands-on field management demands of the company. This position will manage the daily operations, sales and business development efforts of the company in this region and must be willing to be client facing, in the field developing both client and distributor relationships. Additionally, this position will work in concert with the Executive Office (CEO, President & CFO) on operational and sales strategy, market development and client acquisition.

Additional specific desires:

- California General Contractors' license. The goal is to recruit an executive that has the type of license that allows the company to bid and install marker board jobs in California.
- Prior experience building out or initiating a market opening or expansion from scratch, supported from headquarters that works well without direct supervision is essential.
- This person would be instrumental in selecting our California office, leading sales activity and developing an installation crew to service the California market.

***Responsibilities***

- The Regional Director – Western USA will manage the operating performance of the region, ensuring the service standards are maintained to all clients.
- This position will be responsible for the performance of the region, the installation needs of clients and the growth and expansion of the customers within the region.
- Must serve as an integrated leader, managing the sales and market development of this region as well as serving as a strategic team member for the company.

***Additional Specific Responsibilities***

- Primary responsibility for managing the regional budget and will participate in the on-going budgetary process, providing both data and strategic insight.
- Primary responsibility to develop key performance measures (both financial and non-financial) that are linked to both the company's and the regions long-term goals and objectives, specifically shareholder value creation.
- *People:* This position will provide leadership, training and development of the personnel within the region as the team is built as well as implementation of a cohesive development process to direct reports.
- *Strategic Planning:* As a member of the leadership team, this position will aid in the evolution and implementation of the comprehensive long-term strategic plan for the Company. They will aid in the development and delivery of the most appropriate operating analysis to aid each element of the region to most effectively meet their annual performance goals.

***Travel***

Normal business travel -- approximately 30%.

Must be willing to be in the field and interact directly with staff and clients.





## ***The Candidate***

### ***Education***

An undergraduate degree business or a related degree is required. A master's degree in finance or business administration is highly preferred. General Contractor license or related licenses are required, however, direct experience within the construction sector overall is key to the selection of this executive.

### ***Professional Qualifications***

- Base of operations and or sales management experience spanning 10-15 years duration with a track record of successful sales management, market development or specific construction project management is preferred.
- Prior experience as the regional or divisional operating manager for a construction services oriented business within a fast paced business environment is desired.
- Must have experience within a rapidly growing company.
- A track record of successful performance as a manager/leader of an operating team, maintaining client service standards and providing the financial performance desired is essential.
- Must be a results oriented personality coupled with a change leadership mentality.
- Strong communication skills are essential both written and verbal. The ability to interact across all organizational lines of the company and experienced in presenting to a management team or board on operating performance and strategic planning.
- Must be a hands-on leader. Comfortable within a “boots and jeans” environment and interacting with drivers, customers, and field operations personnel.
- The ability to develop and effectively communicate a strategy for operating management in a concise and educated manner, for various audiences (management, board, customers, etc.)
- Management style indicative of an ability to nurture high levels of enthusiasm and commitment by staff to achieve the goals of the enterprise.
- The successful candidate will not only become a true member of the management team but will be an active participant in both the corporate culture and day-to-day business operations.
- True team player.

**To learn more about this opportunity or provide a confidential referral, please contact:**

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