



## Director of Sales & Business Development

### About MacGregors

[MacGregors Industrial Group](#) is a rapidly growing company in the industrial space. Serving a growing customer base across Atlantic Canada and beyond, our five core business units are Industrial Offsite services, Steel Fabrication, Prefabricated Buildings, Custom Machining and Industrial Supply. We have more than doubled in size over the last 5 years through strong management, customer centricity, and diversification within our product and client mix. We have been in business for nearly 50 years and have three generations of family leadership, with a strong management team, modern facilities and equipment, and an appetite for growth.

### About the Position

We are looking for the most passionate, customer-focused, team player in the Industrial selling space. The current Director of Sales is moving higher into the management structure of the company, and as a result we are looking to elevate this role with someone who can help us take our company to the next level. This role is responsible for owning the overall customer experience at MacGregors, leading a high-performance team to create substantial growth and sustained profitability for the MacGregors operations. The Director of Sales & Business Development reports to the General Manager and is a member of the MacGregors Management Team.

### Priority Objectives

Priority objectives for the Director of Sales & Business Development are:

1. Lead the sales and business development team in a manner that delivers the agreed-upon targets for sales and gross profit margin in all company divisions.
2. Lead the development of strategic relationships with both new and existing accounts in a customer-centric manner.
3. Provide a vision for the future of the business as it relates to market opportunity, strategic growth, and customer and market development.

### Specific Roles and Responsibilities

Specific Roles and Responsibilities for the Director of Sales & Business Development are:

1. Be a key contributor to the growth strategies for all divisions of MacGregors, working closely with the division managers, Director of Finance, and General Manager.
2. Develop an annual sales plan, monitoring and measuring against a set of established KPI's to guide the future direction of the business
3. Effectively monitor and manage the performance of a team of business development representatives that produces significant growth in a customer centric manner
4. Directing major sales meetings and client engagements for strategic accounts
5. Manage the proposal development and submission process for clients which will include budgetary estimates, fixed price quotations, technical submissions, and design concepts
6. Manage the opportunity assessment process at MacGregors, working with Division Managers and estimation leads on prioritization of requests for quotation/proposal
7. Manage the company marketing strategy, including directing external service providers such as marketing consultants, web development and in-market representation
8. Work directly with division managers on annual budget for revenue and gross profit margin, building forecasts for annual sales and profitability.
9. Prepare and manage annual budgets for sales & marketing expenses, ensuring value generation and ROI for all business units

## **Expectations**

Expectations for the Director of Sales & Business Development are:

1. Have a growth-oriented mindset that drives you to perform in an exceptional manner.
2. Subject matter expertise in sales planning, business development, marketing, and customer centricity
3. Engage with the management team to ensure business development activities are aligned with the overall company vision and each Division's Growth Strategy
4. Maintain a customer-centric mindset and instill the vision of customer-centricity in all employees you engage with at MacGregors
5. Be effective at developing, coaching and motivating people and guiding team members to success
6. Be viewed as a leader in the company and the business community
7. Development of consistent reporting to both internal and external customers against identified KPI's to evaluate the performance of our teams and processes.
8. Maintain professional and technical knowledge and becomes aware of best practices by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies, etc.

## **Key Skills, Capabilities and Experience**

Key Skills, Capabilities and Experience for the Director of Sales & Business Development are:

1. Mandatory 5-10 years experience leading and managing sales, marketing, and business development processes in a medium to large business.
2. Familiarity with, and an understanding of, machining and fabrication processes, industrial products and services would be an asset.
3. Strong financial proficiency, analytical & critical thinking skills
4. Excellent relationship-building and people skills.
5. Can adopt and maintain sales/business development strategies and processes at a high level
6. Experience in working and coordinating with Division Managers, estimation and project management teams
7. High proficiency in communications, related technologies, and process analysis
8. Location to be based within 90 minutes of MacGregors head office in New Glasgow, Nova Scotia
9. Ability to travel on a flexible schedule on a regular basis