



Director of Sales & Marketing (Traffic)

Leading the LED Industry Since 1992

Leotek Electronics USA LLC., located in California's Silicon Valley since 1997, and celebrating over twenty years as an LED lighting manufacturer, is globally recognized as a pioneer in light-emitting diode technology. With millions of LED products installed worldwide, Leotek offers a substantial history of proven performance. The company manufactures innovative LED lighting products for applications encompassing traffic and transit; street and area; petroleum, convenience, grocery and retail stores.

Leotek is committed to developing emerging solid-state technology that offers greater longevity and environmental viability than traditional lighting sources, while reducing energy consumption and maintenance costs. In 2007, Leotek was acquired by Lite-On Group, a multi-billion dollar electronics manufacturing conglomerate.

Location:

North America

Department:

Sales

Summary of Responsibilities:

The Director of Traffic and Transit Sales & Marketing is responsible for achieving the sales goals for the Signal product lines in the United States and Canada. In addition, they are responsible for the commercial success of the product, overseeing and managing existing product lines and planning end-of-life strategies. The Director of Traffic and Transit Sales & Marketing is the overall technical and product subject matter expert in support of Marketing and Sales and is responsible for defining and maintaining the Product Roadmaps for the portfolio. This position has the responsibility to develop and maintain a comprehensive sales plan and manage the growth of revenue and operating profit.

Job Responsibilities:

- Designs and implements a comprehensive plan to achieve sales goals.
- Regularly communicates to Senior Management status of sales performance to goal, market trends and critical issues.
- Manages recruits and develops Regional Sales Managers.
- Create and monitor annual forecasts and human resource plan.
- Coordinating product development activities with Taiwan-based product engineering team.
- Analyzes competitive products and communication of product positioning relative to competition.
- Works closely with field sales, distributors, and contractors to identify and deliver new sales opportunities and initiatives.



- Analyzes cost and market price levels, develop pricing strategies and manage pricing guidelines for the products, including price increases.
- Communicates to product development group requirements for new products and product changes.
- Communicates to marketing group requirements for sales tools, promotional items, website updates, technical literature, market price levels etc.
- Maintains continuous communication with sales force to ensure customer needs are being addressed
- Ensures company operations provide quality customer care and service
- Develops and monitors annual departmental budget to ensure cost goals are achieved

Job Requirements:

- 7+ years sales management experience in the traffic and transit signal industry utilizing a traffic distributor sales channel.
- Demonstrated ability to translate business requirements into product development plans.
- Proven experience in building relationships and developing incentives with electrical product distributors.
- Demonstrated ability to manipulate commodity and premium product mix in electrical products market.
- Proficiency with Microsoft Word, Excel, PowerPoint, and Outlook.
- Excellent written and oral English communication skills.
- Proven leadership skills

Required Education and Experience:

- Bachelor's degree (B.A. or B.S.) from a four-year college or university.

Preferred Requirements:

- Experience in electrical product sales and marketing to governments and electrical utilities.

Additional Eligibility Qualifications

- MBA or professional development in business education
- LED technology experience
- Experience with traffic signal controls

Supervisory Responsibility

This position has supervisory responsibilities.

Travel:

30-40% – including occasional international travel.

Leotek Electronics USA LLC has work environment that promotes diversity, equal opportunity, embraces change, and provides leadership opportunities to its talents.

If you are looking to make a move and are highly motivated professional who welcomes new challenges, take a look at our career page by visiting www.leotek.com.

