

Job Title

Director of Sales & Marketing

[FOLTEX USA](#) is the sales and support office of a Dutch manufacturer of industrial laundry equipment. We are obsessed with impressing our customers and turning them into fans. Our company culture is built on a foundation of *Disciplined Passion for Excellence, Genuine Care, Teamwork, Realness, and Dependability. Becoming a Foltexian is not just a job...it's a way of life!*

Interested? We are seeking a detail-oriented, hands-on and organized individual to join our team as a Director of Sales & Marketing. This role is crucial in ensuring the efficient management of our customer development operations to support the entire customer acquisition journey from initial engagement to successful conversion.

What you'll do: As the Director of Sales & Marketing, you will architect and oversee the entire customer lifecycle—from high-level strategy and financial oversight to hands-on equipment sales and marketing. Supported by a dedicated Personal Assistant and Logistics Specialist, you will ensure our operational engine runs smoothly while driving growth.

What sets us apart: We are highly engaged, passionate, and genuinely care about what we do. We operate on the EOS system and are proud to have earned our industry's Above and Beyond Excellence Awards six years in a row, a testament to our team's commitment to customer excellence. While this role is remote, our home base is a modern, dog-friendly office located near the serene trails of Harbison State Forest. Oh...and in case you love dogs, we should mention that we are a proud sponsor of [Danny & Ron's Rescue!](#)

WHAT YOU'LL BE ACCOUNTABLE FOR

- **Lead Manage Accountability (LMA):** Lead and drive results through effective leadership, process optimization, and accountability frameworks
- **Shape Company Vision & Strategy:** Actively contribute to the strategic direction of the entire organization, ensuring alignment and driving collective success.
- **Optimize Financial Performance:** Drive departmental profitability and growth by strategically managing budgets, maximizing revenue, and ensuring accurate financial forecasting.
- **Drive Customer Growth Strategy:** Architect and implement cohesive marketing and sales strategies to attract, engage, and acquire new customers, ensuring alignment with overall business objectives.
- **Manage Sales Operations & Customer Relationships:** Oversee the end-to-end sales process for equipment, ensuring efficient order management, accurate pricing, and exceptional customer experience.
- **Cultivate Brand Identity & Market Presence:** Establish and champion a strong, consistent brand presence across all channels, driving awareness and enhancing the company's reputation.
- **Manage Sales & Customer Data Systems:** Ensure all sales, customer, and operational data systems are consistently accurate and effectively leveraged to drive insights and efficiency
- **Drive Continuous Improvement & Market Insight:** Spearhead the optimization of the integrated customer development process, leveraging comprehensive market intelligence and customer feedback to drive innovation and enhance the customer journey.
- **Optimize Pricing & Discount Management:** Optimize revenue and market competitiveness through effective pricing strategies and discount policies.
- **Manage Industry Engagement & Networking:** Cultivate and leverage industry relationships through active participation in professional organizations and events.
- **Develop & Optimize Departmental Processes (SOPs):** Establish, document, and continuously refine departmental processes, policies, and procedures to ensure efficiency, consistency, and compliance.

SKILLS AND EXPERIENCE

- **Experience:** 10+ years in sales leadership or a relevant Bachelor's degree.
- **Business acumen:** Strong business acumen and strategic thinking abilities.
- **Sales and Marketing:** Experience with sales and customer service. Hands-on experience strategizing and negotiating complex sales deals. Working knowledge of social media platforms and various marketing tools.
- **Financial acumen:** Strong financial analysis, budgeting, and forecasting skills.
- **Computer Skills:** Proficient in using processing software; spreadsheet software; internet software; contact management systems.
- **Operational expertise:** Seeks to improve processes and streamline operation.
- **Data analysis:** Creating and analyzing KPIs to identify trends.
- **Leadership:** Demonstrated ability to lead, inspire, motivate, and develop high-performing teams.
- **EOS:** Experience with EOS is a plus.

WORK HOURS & ENVIRONMENT

- Remote - Office hours 8:00 am to 5:00 pm (Eastern Time) Monday through Friday
- 30% travel required

COMPENSATION AND BENEFITS

Compensation for the role will depend on a number of factors, including a candidate's qualifications, skills, competencies and experience and may fall outside of the range shown.

Base Salary: \$90,000 - \$110,000 (commensurate with experience)

Bonus Program: Annual performance-based incentive program with growth potential following the first-year onboarding period.

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Paid time off
- Vision insurance
- Life insurance