

CleggPromo (ASI 45450), a Los Angeles based Promotional Products Supplier Company is seeking a talented President to guide and grow the organization. The President position, which is based in our Los Angeles office, leads all business building activities for the organization. Establishing and continuously improving working relationships with customers, vendors and company employees are key elements of this position.

- Develops and implements strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.
- Directs product development by working with the New Product Manager & suppliers.
- Identifies new product trends through smart sourcing in China and beyond. Attends major China product sourcing trade shows and builds strong relationships with suppliers.
- Develops and manages sales/marketing operating budgets.
- Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
- Develops new product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
- Achieves satisfactory profit/loss ratio and market share
- Ensures effective control of sales and marketing results, and takes corrective action to guarantee that achievement of sales and marketing objectives are effective.
- Monitors competitor products, sales and marketing activities.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Guides preparation of sales and marketing reports and presents to company owners
- Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
- Directs sales forecasting activities and sets performance goals accordingly.
- Directs staffing, training, and performance evaluations to develop and control sales and marketing programs.
- Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.
- Represents company at trade association meetings to promote product as needed.
- Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
- Coordinates liaison between sales department and other sales related units.
- Analyzes and controls expenditures of division to conform to budgetary requirements.
- Prepares periodic sales report showing sales volume, potential sales, and areas of proposed sales and marketing expansion.
- Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.

We'd like to hear from you if:

- You have previous experience as a Sr. Executive with proven leadership.
- You are a results-minded leader who knows how to capitalize on the diverse strengths of people around you to succeed
- You must be able to demonstrate an outstanding track record of successful sales and marketing leadership and the ability to work collaboratively with internal and external partners.

Experience:

- Required: Bachelor's Degree in Business, Industrial Management or related field.
- Minimum of 15 years diversified Management experience within the promotional products or related industry with proven success in leading goal oriented teams.

Send resume and cover letter