

Director of Sales Operations Position Specification

Company Background

Gemline is an award-winning, design-centric supplier of high-quality branded consumer products to the promotional products industry. Gemline is ranked as the 13th largest industry supplier by the Advertising Specialty Institute and was named the 2021 Supplier of the Year. The Company's product line consists of a wide range of bags, luggage, business accessories, drinkware, electronics, stationery, writing instruments, gourmet foods and gifts. In addition to its strong portfolio of house brands and Gemline-branded products, the Company offers other high-quality retail brands such as American Tourister®, Anker®, Corkcicle®, Cuisinart®, Igloo®, MiiR®, Modern Sprout®, Moleskine®, Osprey®, Paper Mate®, Parker®, Waterman®, Samsonite®, Sharpie®, Slowtide®, and W&P®.

On multiple occasions, and as recent as 2022, Gemline has received the honor of being recognized as a Great Place to Work by PPB, a leading industry publication. Gemline's Corporate Social Responsibility (CSR) efforts are focused on making a positive impact on society through environmental stewardship, ethical business practices, charitable giving and diversity, equity and inclusion leadership. Providing an exceptional customer experience to all customers is the Company's number one priority! Every associate has a role in delivering that experience through Gemline's foundational values of trust, integrity, humility, diversity, community and truth. The Company's success is driven by its associates' success – "Pride in People, Pride in Product." Gemline's culture is filled with collaboration, initiative, engagement, continuous problem solving, strong value for safety and respect for people.

Gemline® is looking for a **Director of Sales Operations** who will be responsible for managing all aspects of Gemline's sales operations department. This position will report to Gemline's VP of Sales and will manage a team of 3-5 people. If interested, please send your resume to: skamacho@gemline.com.

Primary responsibilities include:

Sales Enablement:

- Manage the sales team's use of Salesforce, including but not limited to, data accuracy, reporting, training, enhancements, defining applicable KPIs and delivering team-specific dashboards
- Stay abreast of all new technologies/tools that can serve to increase sales team efficiency or enhance the customer experience
- Gather training requirements from sales leadership to devise and deploy custom and ongoing training programs
- Manage all new hire onboarding programs
- Manage the production/distribution of product samples to the sales team for all product launches
- Ensure sales team has necessary tools to deliver best-in-class sales presentations
- Reviews, analyzes, and evaluates business policies and procedures to improve day-to-day operations

Sales Administration

- Manage the customer service team and all aspects of post-sale communication with customers, including devising and implementing strategies to improve quality of service and productivity
- Review and manage all tasks and projects emerging from the sales team's continuous improvement board (CIB), most notably with the operations and marketing (website) teams
- Manage all major customer research projects, including the development of a system to frequently and easily garner customer feedback throughout the year
- Collaborate with marketing to identify trade show/industry event attendance including all preparation for shows and post-event communication
- Manage all logistics of offsite and onsite sales meetings
- Ensure all aspects of ad-hoc sales team requests, including price quotes and product information, are responded to timely and accurately
- Act as the liaison for all communication to and from the sales team, most notably with operations, marketing, product and IT

Sales Planning & Reporting:

- Manage all sales team reports, dashboards and KPIs
- Administer and execute all customer agreements, contracts and rebate programs
- Administer and distribute all sales team commission reporting
- Coordinate/implement budgets for the sales operations team

Required Skills & Experience

- 5-7 years managing a sales operations department or team
- BA or BS
- Experience with Salesforce CRM a plus
- Excellent organizational and follow-through skills; attention to detail a must
- Able to work independently and must possess excellent prioritization and multi-tasking skills
- Excellent verbal and written communication skills and the ability to communicate with customers
- Proficiency in the entire MS Office Suite