



**Manufacturers of  
Thermoplastic Tubing and Spiral Recoil Hoses**

**Job Title:** Vice President of Sales and Marketing

**Location:** Milford Center, Ohio

**Reports to:** President/CEO

**Direct Reports:** Sales Managers, Marketing Manager, Customer Service Manager / Inside Sales

### **Company Overview:**

Advanced Technology Products (ATP) is an ESOP (Employee Stock Ownership Plan) company that designs, manufactures, and sells cutting-edge products for a wide range of industries. ATP is committed to delivering high-quality, innovative solutions while providing a collaborative and employee-driven culture. As an ESOP, ATP is focused on fostering an ownership mindset and long-term value creation for all employees. We are seeking an experienced and dynamic Vice President of Sales and Marketing to lead our sales and marketing efforts, drive company growth, and help position ATP for future success.

### **Position Overview:**

The Vice President of Sales and Marketing will play a critical role in the continued growth and success of Advanced Technology Products. This individual will be responsible for leading and driving all sales and marketing initiatives, managing key customer relationships, developing strategic plans, and overseeing the execution of marketing campaigns. The VP of Sales and Marketing will work closely with the President/CEO and senior leadership team to align the company's sales and marketing efforts with its overall business objectives. This position represents an exciting opportunity for an ambitious leader with a proven track record in sales, marketing, and strategic growth.

### **Key Responsibilities:**

#### **1. Leadership and Commercial Strategy:**

- Lead and inspire the sales and marketing teams to achieve company revenue and growth targets.
- Own the ongoing development, refinement, and deployment of ATP's value proposition across products, markets, and customer segments.
- Collaborate with the President/CEO and senior leadership to set long-term strategic goals and ensure alignment with operational initiatives.
- Lead and mentor the National Sales Managers, Customer Service Manager, Marketing Manager, and key members of the team.
- Collaborate with Operations, Quality, Inventory, and Accounting teams to ensure an all-encompassing and holistic approach to growth.
- Monitor market trends, customer feedback, and competitor activity to identify new business opportunities and growth areas.
- Drive policy and process development to ensure scalability.
- Identify and mitigate commercial risks related to customer concentration, pricing erosion, compliance exposure, and forecast volatility.

#### **2. Sales Management:**

- Lead the sales organization in achieving revenue and profitability targets, including setting sales goals, quotas, and performance metrics.

- Build and manage key customer relationships to enhance ATP's position in the market and ensure customer satisfaction.
  - Analyze sales data and performance reports to identify opportunities for improvement and guide sales strategies.
  - Ensure that sales processes and methodologies are effective, efficient, and aligned with best practices in the industry.
  - Develop annual revenue budgets and quarterly revenue forecasts.
  - Maintain pricing discipline and governance to balance competitiveness, margin integrity, and long-term enterprise value.
- 3. Marketing Leadership:**
- Oversee the marketing department and drive all marketing efforts, including digital marketing, content creation, branding, public relations, trade shows, and advertising.
  - Create and manage the marketing budget, ensuring that resources are allocated effectively to maximize ROI.
  - Develop and implement lead generation strategies to drive demand and increase visibility for ATP products.
  - Work closely with the key teams to understand the technical capabilities of ATP's products and ensure effective communication of value propositions to customers.
  - Ensure the "4 P's of Marketing" (Product, Price, Place, Promotion) are consistently addressed and aligned with commercial strategy.
- 4. Customer Service**
- Direct our customer service team to provide our customers with a best-in-class experience.
  - Ensure customer-facing "standards of service" are adhered to.
- 5. Team Development and Performance Management:**
- Foster a high-performance sales, marketing, and customer service culture built on accountability, ownership, and continuous improvement.
  - Provide regular coaching, development, and performance reviews to the sales and marketing teams to ensure skills are aligned with ATP's business objectives.
  - Encourage innovation and a solutions-oriented approach to solving customer problems.
- 6. ESOP and Company Culture:**
- Embrace and promote ATP's ESOP culture, fostering an ownership mentality across the organization.
  - Lead by example and ensure that the sales and marketing teams align with ATP's values.
  - Contribute to a positive, growth-focused, and inclusive work environment.
- 7. Reporting and Metrics:**
- Develop and present regular reports on sales and marketing performance, customer service, key metrics, and progress toward strategic goals to the executive team and Board of Directors.
  - Utilize data and analytics to optimize sales and marketing efforts and make informed business decisions.
  - Partner with Finance to support lender reporting, covenant compliance, forecasting accuracy, and cash-flow visibility related to revenue performance.
  - Prepare and present revenue forecasts, backlog analysis, pipeline health, and customer concentration metrics for use in bank reviews, audits, and financing discussions.

### **Qualifications:**

- Bachelor's degree in Business, Marketing, or a related field; MBA or advanced degree is preferred.
- 10+ years of experience in sales and marketing, with at least 5 years in a senior leadership role.
- Proven track record of successfully managing and growing sales and marketing teams in a B2B environment, ideally in technology or manufacturing sectors.
- Strong understanding of sales strategies, marketing communications, and digital marketing channels.
- Experience in managing customer relationships, driving customer acquisition, and building long-term partnerships.
- Excellent leadership, communication, and interpersonal skills with the ability to influence and collaborate across all levels of the organization.
- Data-driven and results-oriented, with the ability to make strategic decisions based on market insights and performance metrics.
- Ability to thrive in a fast-paced, dynamic environment while maintaining a strategic focus on long-term growth.
- Experience in an ESOP company or a strong understanding of the unique culture and benefits of ESOPs is a plus.

### **Benefits:**

- Medical Insurance-
- Dental and Vision Insurance
- Company Paid Life Insurance Policy
- 401K Retirement Plan with Company Match
- Employee Stock Ownership Plan
- Quarterly Bonus Program
- Training and Development Opportunities
- Unlimited PTO policy after 90 Days of employment

**ATP is an Equal Opportunity Employer.** All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, gender identity, national origin, disability, or protected veteran status.

### **Why Join ATP?**

- Opportunity to lead a growing company with a dynamic team and employee ownership culture.
- Competitive salary, performance bonuses, and comprehensive benefits package.
- Pathway to future executive leadership opportunities, with the potential to become the President of ATP within 5 years.
- The chance to make a meaningful impact in a thriving, innovative company.