



Vice President – Business Development

Job Summary

The Vice President of Business Development is tasked with the overall leadership, management and direction of the company's market growth strategy. The successful candidate will develop a clear sales, marketing and pricing strategy, along with an executable plan to achieve results.

Responsibilities

Working directly with other key functional areas of the Company, the Vice President of Business Development will provide expertise and guidance around the following three primary areas:

Business Development Strategy, Structure, & Execution

- Working with the President, organize a formalized pipeline to capture, follow-up, and close selling opportunities – utilizing Salesforce.com CRM and ZenDesk
- Work with marketing to capture, organize, and act upon sales opportunities generated by press releases, website launches and related marketing elements
- Drive fresh public relations content and industry messaging that is consistent with the broader Company value-proposition and strategic messaging
- Prepare and maintain professional marketing collateral materials, with marketing support, to continuously differentiate the Company from its competition

Pricing and Profitability

- Working with the President, prepare a formal plan to create / refine customer pricing and profitability analysis
- Execute timely customer strategic management reviews and rate adjustments when necessary to meet or exceed Company revenue management and margin goals
- Working actively with the President and Corporate Financial Controller, determine functional impediments to revenue and margin targets and create effective plans to resolve them

Market Analysis (Supply & Demand) & Competitive Analysis

- Map, evaluate and maintain market data on:
 - Customer supply chains, asset & fleet sizes, customers, and related demand drivers for our services.
 - Competitor locations and market supply
- Identify opportunities to leverage the Cooltrax suite to create value-added solutions for new and existing customers and grow market share in the region

- Using rigorous data analysis, provide on-going information and market intelligence around evolving pricing, systems integration requirements, and other industry trends that would affect the Company's strategic plan and growth objectives.

Key Performance Indicators

The first year's success will be measured by the achievement of the following goals;

- Sign a Master Agreement and book an initial order for a minimum of two new strategic accounts*
- Create and maintain an active, qualified pipeline of ~\$10.-15.0m in annualized revenue (hardware + monthly recurring revenue) at any given time
- Closure of ~3.5-5.0m in annualized revenue (hardware + monthly recurring revenue)

**Large, marquee customer with regional or national brand name recognition that purchases the suite of Cooltrax offerings across all or a substantial portion of their network.*

Skills, Knowledge and Experience

- Minimum 10 years in B2B sales, with inside and outside experience preferred
- Minimum 5 years in a sales leadership role
- Documented success building and leading enterprise and national account strategies
- Strong history of consultative based sales expertise including formal sales training
- Cold chain technology, transportation, logistics, distribution experience highly desired
- Familiarity with IoT and telematics a plus
- Track record of identifying and proposing internal process improvements to serve accounts
- Demonstrated ability to master details related to customer's businesses and needs
- Capable of developing and maintaining long term business relationships and a current roster of senior relationships at potential customers
- Ability to participate as a team member and a team leader, and facilitate team meetings
- Simultaneous management of multiple tasks, negotiation skills, advanced written, oral, and presentation communication skills
- Excellent planning, time management, collaboration, decision making, organization, presentation and negotiating skills
- Proficiency with Microsoft Office, CRM, & major social networks: Facebook, LinkedIn, Pinterest, Instagram, Twitter, YouTube, Salesforce.com

Leadership Competencies

- Takes personal pride of ownership of all areas of responsibility
- Driven, entrepreneurial and a lead by example mind-set
- Capable of working in a dynamic environment and being a change agent
- Breaks down problems skillfully and in various ways to insure “no stone is left unturned.”
- Leads by example and operates with the highest ethical standards and values
- Mobilizes resources, management teams, and organizations around a clear vision/plan to delivery/over-delivery of expectations
- Is comfortable with challenging and being challenged, able to communicate arguments and assertions clearly & directly, while remaining constructive and team-oriented.

Education and Certifications

Bachelor’s Degree in business or related major

Compensation

We seek an individual of exceptional ability and will offer a competitive compensation package commensurate with candidate’s individual skills and experience.

Reporting Relationship

The Vice President of Business Development will report to the President of Cooltrax, North America.

Location

Major transportation hub including but not limited to; Atlanta, Chicago, Charlotte, Boston, New York, New Jersey and Pennsylvania

About Cooltrax

Cooltrax is an industry leading technology company, its services enable industries across the cold chain to become more valuable to their customers by providing leading-edge technology to capture, monitor and report real-time temperatures in trailers, storage, in-store and at the product level. The Company serves transportation, warehouses and retail customers with a wide variety of products and services.

The challenges of transporting refrigerated freight are significant. Dynamic factors such as driver behavior, trailer condition, distance to travel, and external ambient weather conditions can cause problems for products as they are transported. Transportation and fleet managers can use the Cooltrax monitoring solutions to improve operational performance through enhanced reefer management and gives them the power to react on a proactive basis to save temperature sensitive loads.

As product moves throughout the cold chain, inevitably they will pass through a cold storage facility, large amounts of product are often at risk. Cooltrax provides temperature monitoring and management to ensure correct temperatures are maintained. Dynamic alerts or active monitoring via Cooltrax's web dashboard give customers advance warning allowing time to take corrective action. Historical data can be utilized to optimize facility efficiency and costs which could translates into substantial cost savings.

For retailers, ensuring that the product will have the maximum shelf life is extremely important. There are many dynamic variables that can adversely impact the product. Cooltrax actively provides temperature monitoring over a wireless network to ensure temperatures are within acceptable tolerances and create alerts when certain unfavorable conditions exist. The Cooltrax solution provides temperature data which can lead to shelf life maximization, better purchasing decisions and prevent spoiling.

Cooltrax customers reap significant benefits including gainer greater business intelligence, increased product and food safety, waste reduction, increased employee productivity and better asset utilization.

For more information, visit www.cooltrax.com.