

Job Description

Title: *Brand Protection Director (Sales)*_____ Cost Ctr: Brand Business Unit_____

Work Location: Dallas, Texas (Remote – West Region US) Position Status: Full-time Part-time

Division & Department: Brand Sales, 802-200

Position Reports to: General Manager, Brand Business Unit

JOB SUMMARY

The Brand Protection Sales Director relies on knowledge of and experience with anti-counterfeiting technologies and solutions for branded products to sell solutions to our clients that will enable them to protect their products against illicit activities. This job requires deep technical and solutions sales experience, and the ability to work closely with customers, the internal Authentix teams to solve our customers' problems and close business. Advanced knowledge in anti-counterfeiting technologies, manufacturing printing and packaging processes and technologies is preferred and the ability to work independently with little supervision is required.

The Brand Protection Sales Director will serve as a member of the Authentix Brand business unit sales team and play a key role in the company's success in the US and Canada. Sales people in this division are responsible for prospecting and building sales opportunities with companies that develop differentiated products and market leading and premium brands. Authentix serves some of the biggest companies in the consumer packaged goods, spirits, pharmaceuticals, life sciences and agricultural chemicals industries. This is a tremendous opportunity with substantial earning potential. Authentix has great benefits, pays competitively and supports our sales people to drive success in the marketplace. This is a great opportunity for the right sales professional with plenty of white space in the market. Salary plus commission based on existing business growth, and new account acquisition

SUMMARY OF ESSENTIAL JOB FUNCTIONS

The essential functions listed below are representative of the functions that must be performed in order to satisfactorily fulfill the purpose of this job. Additional functions and duties may be assumed or assigned from time to time. Prior and recent sales experience (in the industries noted below) is required and preferably within the packaging area. Prior experience in selling Brand Protection solutions is preferred, but a well-qualified candidate will be trained on the specifics of Brand Protection.

- Perform Anti-counterfeiting solution selling in the US and Canada for the Brand business unit
- Be able to knowledgeably promote brand protection, product authentication, and anti-counterfeiting solutions directly to prospects and at conferences
- Experience prospecting and closing Consumer Packaged Goods, Pharma, Spirits, AgChem, and LifeSciences markets
- Meet revenue and margin targets for the region and client set
- Develop and execute a regional sales strategy

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- Prospect new accounts, qualify opportunities and manage through the sales process to deal closure
- Document and track deal progress using the Salesforce CRM model
- Manage assigned customer set to a high degree of customer satisfaction
- Manage region for compliance to corporate principles, values and policies

KNOWLEDGE, SKILLS AND ABILITIES [education, certification, experience, general skills]

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skills and/or abilities required to satisfactorily perform the essential functions of this job.

- Pipeline development for new markets
- Selling of complex anti-counterfeiting deals to brand and revenue owners
- Rolodex of Pharma, Spirits, AgChem, LifeSciences and/or CPG contacts
- Experience with brand protection, program integrity or product authentication solutions
- Experience with and technical knowledge of the printing and packaging Contract Manufacturing Organization environment, technologies and processes
- Client management and service
- Teaming and collaboration
- Effective, transparent and timely communications

SPECIAL REQUIREMENTS [Travel %, language, etc.]

- Approximately up to 60% domestic travel may be required depending on work location

WORK REQUIREMENTS

The work environment characteristics are representative of those an employee encounters while performing the job. Authentix is committed to complying with all applicable provisions of the Americans with Disabilities Act (ADA), the ADA Amendments of 2008 and all applicable state and local laws concerning disability accommodation. Reasonable accommodations will be provided to individuals with known physical or mental disabilities if such accommodation would not impose an undue hardship on the company, and would enable the individual to apply for, or perform, the essential functions of the position in question.

COMPANY VALUES

All Authentix employees are expected to embrace our Company values in the performance of their respective tasks and duties.

Always with *integrity*.....Authentixians value:

- Teaming and collaboration
- Advancing science and technology - for a better world
- Dedicating ourselves to our clients' success
- Competing and winning in the marketplace

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