

# Job Description

Title: Brand Protection Director

Cost Ctr: 802-200

Work Location: Europe

Position Status:  Full-time  Part-time

Division & Department: Brand Sales

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Position Reports to: VP, Sales

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## COMPANY VALUES

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

- Dedicate ourselves to our customer's success
- Compete and win with integrity
- Create innovative solutions with science and technology
- Team and collaborate with accountability

## 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 and brand against illicit activities. This job requires 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, 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 Europe. 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 competitive compensation packages and supports our sales people to drive success in the marketplace. 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.

- Perform solution selling to Brand Owners in Europe.

# Job Description

- Be able to knowledgeably promote brand protection, product authentication, and anti-counterfeiting solutions directly to prospects and at conferences
- Experience prospecting and closing new opportunities across consumer industries and market segments.
- Meet revenue and margin targets.
- Develop and execute a sales strategy
- Prospect new accounts, qualify opportunities and manage through the sales process to deal closure
- Document and track deal progress using the CRM
- Manage assigned customer set to a high degree of customer satisfaction to ensure contracts are retained.
- Comply with 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 brand protection solutions to brand owners
- Extensive network throughout the industry to include Pharma, Spirits, AgChem, Life Sciences, Electronics, Apparel, 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 account management and service
- Teaming and collaboration
- Effective, transparent and timely communications

## **SPECIAL REQUIREMENTS** [Travel %, language, etc.]

- Up to 60% international 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.

# Job Description

Environment: Work is performed primarily in a standard office environment. Employees may work under the stress of regular interdepartmental interaction and pressure to meet various deadlines.

Physical: Essential functions require sufficient physical ability and mobility to work in an office setting. While performing the duties of this job, the employee is frequently required to stand and/or sit for prolonged periods of time; must be able to hear and verbally communicate in order to exchange information in person or over the phone; to occasionally stoop, bend, kneel, crouch, reach and twist; to lift, carry, push and/or pull up to 25 pounds of weight; to operate office equipment requiring repetitive hand movement; to occasionally travel to other locations using various modes of private or commercial transportation.