

Position Description

Title: Brand Protection Sales Director Cost Ctr: 801-200

Work Location: USA/Remote Position Status: Full-time Part-time

Division & Department: Sales - AMERICAS

Position Reports to: VP, Revenue Operations / Sales

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 sales team and play a key role in the company's success in the US and Canada. The position is 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.

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 the United States and Canada.
- 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.

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- Prospect and close opportunities across brand owners in a variety of industries
- Develop and execute a thorough industry and client specific sales strategy for digital solutions.
- Respond to Authentix generated leads and identify new leads through the candidate's knowledge of the industry and networks.
- Qualify opportunities and manage through the sales process to deal closure.
- Document and track deal progress using company's client relationship management tools.
- Lead and create content for proposals and bid opportunities with the support of the bid team.
- Manage assigned customers to a high degree of customer satisfaction to ensure contracts are retained and business expands.
- Be an active industry expert, creating points of view and representing Authentix on social media and key events.
- Comply with corporate principles, values and policies

KNOWLEDGE, SKILLS AND ABILITIES

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.

- Be confident and pro-active in the generation of new business leads
- Be skilled and strategic in new business pipeline development
- Selling of complex brand protection solutions to brand owners
- Pipeline development for new markets
- 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

- 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

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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.

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.

Candidate Competencies:

- Ability to lead cross-functional teams in the company including resources from sales, marketing, engineering, and finance
- must be a premier communicator with exemplary oral and writing skills with ability to make complex concepts and offerings reduced to tangible and tactical business plans.
- Ability to interface with clients and salespeople acting as a product expert and assisting with both sales progression and gaining valuable market feedback to address changing needs of the market
- Capability to provide customers with demonstrations of products/solutions.
- Experience and ability to focus on financial returns and market willingness to pay for various lines and product solutions to build models and project returns vs. investment
- Capability to interact at C Level both internally and externally

Education and Experience:

- BS in Computer or Material Science, Business, Marketing, or Engineering; or similar business experience
- At least 5 years in senior sales role selling to brand owners.
- At least 5 years' experience working in a high tech, customer facing, sophisticated and complex product company
- Proven, previous, referenceable experience working independently in role but also having supported turnkey cross functional leadership

Additional Factors Resulting in Added Consideration:

- M.S. or M.B.A. in related fields will take priority. Additional experience beyond the minimum listed will also be prioritized and balanced with a depth of education.
- Direct experience in brand protection, track, and trace, currency authentication, or serialization is preferable.
- Previous experience operating in multiple disciplines, to solve problems and deliver sophisticated solutions.

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NOTIFICATION

This Job Description is intended to describe the general nature and level of work being performed by people assigned to this job and is not considered an exhaustive list of all responsibilities, duties and required skills. This Job Description does not constitute an offer of employment. The employment relationship between the Company and its employees is “At-Will” and based on mutual consent. Authentix, Inc. is an Equal Opportunity Employer.