

Position Description

Title: Brand Sales Director EMEA Cost Ctr: _____

Work Location: EMEA Position Status: Full-time Part-time

Division & Department: Sales - EMEA

Position Reports to: VP – Tax Stamp and Brand Protection EMEA

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 Sales Director** is a critical role and will be responsible for sales of Authentix brand protection solutions, which will contribute to success of the EMEA division.

Authentix Brand Protection solutions are a combination of physical and digital secure technologies. Secure inks, print and security labels provide physical product marking. Authentix digital solutions offer product digitization, fingerprinting, journey tracking, and data-enabled authentication while enabling direct and contextualized consumer engagement(s). Providing clients with end-to-end product security, track and trace, supply chain security and consumer engagement.

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 of all Authentix Brand Solutions in Europe, Middle East, Africa and Asia. Clients will be brand owners and commercial companies.
- Be able to knowledgeably promote brand protection, product authentication, and anticounterfeiting solutions directly to prospects and at conferences.
- Have technical knowledge of brand solutions (physical and digital product marking, digital solutions and authentication), how they are developed and implemented.
- Have a technical knowledge and experience in the area of data analytics, as well as emerging technologies.
- Prospect and close opportunities across brand owners in a variety of industries
- Meet revenue and margin targets.
- Provide software demonstrations in client meetings.
- Develop and execute a thorough EMEA and client specific sales strategy.
- Respond to Authentix generated leads and identify new leads through the candidate's knowledge of the industry and networks.

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- Open up large client target accounts through strategic solution selling.
- 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 proposal 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 unique 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 in new business pipeline development and strategic solution sales techniques
- Technical knowledge of track and trace, authentication solutions and data analytics
- Selling of complex brand protection solutions to brand owners
- Extensive network throughout the industry to include Pharma, Spirits, AgChem, Life, and other brand owner related markets including Sciences, Electronics, Apparel, and/or CPG contacts
- Experience with and technical knowledge of the printing and packaging including Contract Manufacturing Organization environment, technologies and processes
- Client account management and service
- Teaming and collaboration
- Effective, transparent and timely communications

CANDIDATE COMPETENCIES:

- Ability to lead cross-functional teams in the company including 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 interact at C Level both internally and externally

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EDUCATION AND EXPERIENCE:

- At least 5 years technical experience of brand protection, software products, digital code or image collection, preferably in the serialization or supply chain or logistics integrity
- At least five 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:

- Additional experience beyond the minimum listed will also be prioritized and balanced with depth of education.
- Direct experience in brand protection, track and trace, currency authentication, or serialization is required
- Previous experience operating in multiple disciplines, helping engineers and scientists from diverse fields come together to solve problems and deliver sophisticated solutions.

SPECIAL REQUIREMENTS

Up to 60% travel may be required depending on work location

Prefer multi-lingual candidates including English, French, Spanish or German

WORK REQUIREMENTS

The work environment characteristics are representative of those an employee encounters while performing the job.

Environment: This job will allow for remote location working primarily from the candidate's home or satellite office. There will be intermittent requirements to visit company locations in the UK, U.S., Middle East, and Africa.

Physical: Essential functions require sufficient physical ability and mobility to work in an 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.