

Position Description

Title: Digital Solutions 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 **Digital Sales Director** is a critical role and will be responsible for Digital Solution Sales of the Authentix Digital Authentication Platform, which will contribute to the success of the AMERICAS division.

The Authentix Digital Authentication Platform enhances brand protection programs by offering product digitization, fingerprinting, journey tracking, and data-enabled authentication while enabling direct and contextualized consumer engagement(s). Providing clients with end-to-end track and trace, supply chain security, and consumer engagement.

The Digital 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.

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 of all Authentix Digital Solutions, focused in the United States and Canada.
 - Clients will be brand owners and commercial companies.
 - The solution comprises secure product marking that is readable using a smartphone, and the associated services of authentication and data analytics.

Position Description

- Be able to knowledgeably promote brand protection, product authentication, and anticounterfeiting solutions directly to prospects and at conferences, with the emphasis placed on digital solutions and the use of data.
- Have technical knowledge of digital solutions (online product marking, security, and authentication), how they are developed and implemented.
- Have 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.
- Develop and execute a thorough industry and client specific sales strategy for digital solutions.
- Support the regional sales team with regards to digital solution sales where required.
- 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 the 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 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 and strategic in new business pipeline development
- 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 printing and packaging including Contract Manufacturing Organization environment, technologies, and processes
- Client account management and service
- Teaming and collaboration
- Effective, transparent, and timely communications

Position Description

SPECIAL REQUIREMENTS

Up to 60% 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.

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

Physical: Essential functions require sufficient physical ability and mobility to work in and 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 the 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 technical experience of software products, digital code, or image collection, preferably in the serialization or supply chain or logistics integrity
- At least 5 years in a senior sales role for software or digital image/machine vision products company selling to brand owners and governments

Position Description

- At least five years' experience working in a high tech, customer facing, sophisticated and complex product company
- Proven, previous, referenceable experience working independently in the 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 required
- Previous experience operating in multiple disciplines, to solve problems and deliver sophisticated solutions.