

JOB DESCRIPTION

Job Title:	Vice President of Sales & Marketing	Job Department:	Sales
Location:	Sheboygan Paint Company	Travel Required:	50%
Reports To:	CEO/President	Position Type:	Exempt

About Us

Sheboygan Paint Company is a privately held, 100-year-old manufacturer of high-quality industrial paints and coatings. We are a growing, agile business and are currently ranked 19th among the US Paint Companies. What sets Sheboygan Paint Company apart is the committed, personalized service and innovation we provide to our customers; we call it “customerization”. Sheboygan Paint Company is headquartered in Sheboygan, Wisconsin.

We are seeking a dynamic and strategic Vice President of Sales & Marketing to drive revenue growth and brand recognition. The ideal candidate will bring a comprehensive understanding of the General Industrial Coatings market, complemented by a proven track record of successfully integrating sales and marketing strategies to grow revenues.

Primary Duties and Deliverables

- Develop and implement an integrated sales and marketing strategy aligned with overall organizational goals.
- Leverage extensive knowledge of the industrial paint and coatings industry, as well as market insights, to identify opportunities, and inform decision-making and guide market positioning for large OEMs.
- Drive revenue growth through effective sales initiatives and strategic marketing campaigns.
- Lead, inspire, and manage the sales and marketing teams to achieve collective and individual goals.
- Foster a collaborative culture that encourages cross-functional teamwork and innovation.
- Define and enhance the company's brand image to resonate with the target audience.
- Implement branding strategies that differentiate the company in the market and build brand equity.
- Cultivate and maintain strong relationships with key decision-makers at large OEMs.
- Develop customer engagement programs to ensure ongoing customer satisfaction and loyalty.
- Oversee the development and execution of both digital and traditional marketing campaigns.
- Utilize digital platforms, content marketing, and social media to enhance brand visibility and generate leads.
- Streamline the sales process for efficiency and effectiveness.

- Collaborate with the sales team to create compelling sales collateral, presentations, and proposals.
- Conduct market research and analysis to identify trends, competitive landscape, and emerging opportunities.
- Establish and monitor key performance indicators (KPIs) to evaluate the success of sales initiatives.
- Utilize data analytics to make informed decisions and drive continuous improvement.

Requirements:

- Bachelor's degree in business, Marketing, Engineering, or a related field; MBA preferred.
- 10+ years of experience in industrial coatings and sales leadership role.
- Proven track record of growing business.
- Demonstrated experience managing and leading a high-performing sales team of 15+.
- Strong analytical and strategic thinking skills.
- Excellent communication and negotiation skills.
- Ability to travel 50% to meet with clients and attend industry events.
- Prefer candidate to be in Sheboygan but will consider hybrid schedule.
- **12 Expected Behaviors** – 100% Responsible, Trustworthy, Team Player, Clear Communicator, Empathy, Humility, Emotional Self-Control, Resolves Conflict Directly, Positive Attitude, Respects Others, Problem Solver, and Agile.

Benefits:

Medical/Dental/Vision plans, Voluntary Life/AD&D Insurance, Short/Long Term disability plans, Voluntary Accident Insurance, HSA and 401K. Vacation, Holiday, & Floating PTO.

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