
TENSAR CORPORATION AND AFFILIATES
JOB DESCRIPTION

Company: Geopier Foundation Company

Job Title: Director - North America

Department: Sales

FLSA Status: Exempt

Job Grade: 17

Reports to: President, Geopier Foundation Company

Position Summary: The Director - North America, Geopier is responsible for all commercial and sales functions in North America; developing and creating strategies for attacking, tracking, and improving commercial activities of North America Areas and Regions; achieving sales goals; forecasting; developing personnel, and assisting company President with commercial reporting, Annual Planning, and Strategy.

Responsibilities:

- Select, develop, lead and manage a team of Area Managers to achieve sales objectives in North America.
- Responsible for commercial oversight of the North American region. Requires extensive in country travel to coordinate and support sales activities. Achieves commercial revenue and EBITDA goals. Increases Geopier market footprint and commercial reach. Coordinates design review works with Vice President of Engineering.
- Responsible for recruiting, hiring, and developing training programs for Area Managers and Region Engineers. Implements best practices through Area Manager and Region Engineer mentoring activities.
- Develop an Annual Operating Plan that supports company sales objectives.
- Implement guidelines and procedures for all price concessions.
- Develop annual revenue goals and performance measurements for Area Managers, Region Engineers, and Licensees in North America.

- Conduct annual performance reviews for all direct reports. Clearly define areas of strengths and needs for development. Create an action plan to address areas of development.
- Responsible for weekly and monthly forecast accuracy, key lead generation activities and development, management, leadership, and communication of key metrics used to track sales activities and effectiveness.
- Identifies key market developments and develops value propositions for building pipeline and converting pipeline jobs to backlog.
- Works with Geopier Marketing Director/Manager to track key accounts and develops and implements strategies for gaining market share from these accounts.
- Works with Geopier Marketing Director/Manager to create and update value propositions used in Marketing Communications activities. Coordinates technical content for marcomm activities.
- Works with Geopier AMs and REs to assist with sales calls and technical backstops to improve RE effectiveness.
- Maintains reports containing competitor activities and systems.
- Communicate with entire staff to resolve customer issues, maintain CRM data capture and retrieval process for current and potential clients, and provide substantial information relating to sales plans and define the required levels of promotional activities required by functional group for the Area.
- Assists company President with Strategic Planning, Annual Operating Plan, and communication documents directed towards Tensar leadership and Board of Directors.

Education/Qualifications:

- B.S. in Civil Engineering. M.S or MBA preferred.
- A minimum of ten (10) years of consultative sales / business development experience within the foundation ground improvement industry. Preferable experience will include value-added products and services.
- Five to ten years of proven sales / foundation engineering design experience
- Authorized to work in the US.

Success Characteristics:

- Excellent sales, marketing, and presentation skills.
- Excellent negotiation and customer service skills,
- Ability to work as a Team.
- Creative and critical thinker.
- Highly motivated, communicator.

- Excellent technical skills with strong business acumen.
- Time management skills. Ability to prioritize and focus on a task to completion.

Tensar Corporation/Geopier Foundation Company is an Equal Opportunity Employer and a Drug-Free WorkPlace offering competitive compensation and an excellent benefits package that includes a 401(k) Plan.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Prepared Date: March 2018