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# Human Resources

## Vice President Sales and Marketing

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## **Full-time Exempt Position**

### **Vice President Sales & Marketing**

#### **Report to the CEO**

#### **Company overview**

TSS Solutions is an Innovation Driven Enterprise; a professional defense electronics design, engineering and manufacturing firm that specializes in the operations, repair, reengineering, upgrading and leasing of land-based tactical radar systems and the installation, integration, repair, upgrade and commissioning of SATCOM systems, especially Earth Stations (VSAT – 21M), around the globe.

#### **Job Description**

Along with the CEO, The Vice President of Sales and Marketing charts the course, develops the vision, and implements the plan that will propel the company towards increased revenue, market share and greater brand recognition. Reporting directly to the CEO, the Vice President will be a strategic thinker with proven leadership experience. Accountable for delivering measurable results that achieves and exceeds revenue and margin targets, this position will be capable of contributing meaningful insight to the sales and marketing functions and play an integral role in the overall development of the organization.

#### **Knowledge, skill set, and qualifications required**

- Serves as Chief Marketing Officer of the company, providing support in the areas of marketing strategy and management; develop the annual marketing plan and the strategies, tactics, and resources necessary to achieve goals
- Develop strategies and tactics for increasing market share within existing accounts and markets, while expanding into new selected verticals
- Develop and implement annual business plans and manage to monthly, quarterly, and annual expense and revenue budgets
- Provide leadership, direction and management to the marketing and business development/sales team in a manner that ensures exceptional service to all stakeholders and that produces market differentiation and competitive advantage
- Establish clear sales metrics and benchmarks for measuring progress and maintaining focus; creates a companywide marketing reporting function that can track, measure, and analyze performance
- Collaborate with strategic partners and clients to research market needs and identify possible new product solutions
- Establish and maintain a strong network of relationships within the industry
- Develop a strong team. Coach, mentor and develop existing professionals
- Proficient in financial analysis and establishing sales and marketing budget and action plan
- Proven success in a military and government environment
- Bachelor's Degree required; MBA preferred
- A minimum of 15 years of marketing and sales experience with a demonstrated track record of accomplishments
- Strong leadership skills, able to lead change, mentor and motivate individuals
- Great track record of hiring and growing sales teams and ability to do so with speed
- Hands-on experience strategizing and negotiating complex sales deals



- Ability to operate at both a strategic/conceptual level and at a detailed, operational level
- Metrics driven; highly disciplined
- Must have strong interpersonal skills, maturity and good judgment and be capable of communicating with a diverse range of individuals
- A hands-on, action-oriented approach that fits well with the entrepreneurial, fast-paced culture
- Engaging leadership style that builds and sustains credibility with staff, colleagues, clients, and other stakeholders
- Broad functional experience in areas of strategic planning and marketing, sales and market development and planning
- Military/Government sales experience required.
- A background or experience in radar systems would be a plus.

**Physical Factors**

The job consists of sitting and standing throughout the day.

**Working Conditions**

The department for this position is indoors in an office atmosphere.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

TSS is an Affirmative Action, Equal Opportunity Employer  
TSS has the right to alter or terminate this policy at its discretion.



## Document History

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### Revision History

Revision Date:	Revision Number:	Description of Revision:	Author:
06/26/2020	00	Initial Document	Don DiFrisco

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### Approvals

This document requires following approvals:

Name:	Title:	Date:

### Distribution

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