



ABOUT US

Headquartered in Glendale, AZ, Barron Lighting Group has a 41 year old history of manufacturing high quality lighting products and is comprised of four (4) core lighting brands, **EXITRONIX** – Life Safety and the inventor of the LED Exit Sign, **TRACE*LITE** – Commercial/Industrial lighting solutions and **SPECIALTY LED PRODUCTS (SLP)** – Architectural LED lighting solutions and **INDOOR GROW SCIENCE** – High performance lighting for the horticultural industry.

Our deep rooted core value of service satisfaction for customers, vendors and employees has led to significant organic growth and whereas we're extremely proud of our history, we're most excited about our future. Success at Barron Lighting is due to the relationships built with clients, results driven performance and open lines of communication. The company offers an enthusiastic, passionate, value-driven, team-oriented culture with an established nationwide sales channel. We are seeking a proven leader and highly motivated professional to manage and grow our sales and marketing efforts.

POSITION: VP of Sales and Marketing

OPPORTUNITY

A Vice President of Sales & Marketing is sought to architect the firm's national growth strategies with new and existing customers. This is an outstanding opportunity for a senior level executive with significant experience and demonstrated results leading sales and marketing efforts. The principal accountability is to ensure maximum market penetration. We are seeking a charismatic leader capable of learning from our existing culture while simultaneously coaching and providing leadership towards the achievement of maximum profitability and growth in line with Company's vision and values.

REPORTING STRUCTURE

The Vice President of Sales & Marketing will report directly to the President. This person is also expected to interface with other management, the CEO and CFO. The position will be based out of the Glendale, AZ headquarters.

RESPONSIBILITIES

The Vice President of Sales & Marketing develops and directs all sales and marketing activity in the organization inclusive of:

1. Growing sales and profitability of Barron Lighting by prioritizing and capturing significant new national customers and growing revenues with existing customers.
2. Developing metrically driven sales priorities and tracking within the existing systems of Barron Lighting.



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3. Developing and articulating a sales and marketing vision and rallying the sales force behind that vision together with the sales and project management team(s).
4. Representing the Company with clients; acting as a lead "client-care officer" through direct contact with every client; facilitating and delivering positive resolution of client account challenges.
5. Translating client needs into marketable service enhancements; work with management to design, implement and market new services and features to the Company's customers.
6. Maintaining and enhancing the culture and core values of Barron Lighting and Barron Lighting's superior customer and vendor satisfaction ratings.
7. Developing quantifiable value propositions to clients based on their individual needs and work to enhance and deliver meaningful data to sales agents and increasingly sophisticated clients.
8. Being accountable for individual strategic sales, profitable sales growth and meeting targeted monthly and annual production goals.
9. Being able to accurately assess the performance and fit of team members and be willing to make changes as necessary.
10. Mentoring, training and retaining dept. team members and as Barron Lighting continues to grow, help recruit, sales and marketing professionals that share Barron Lighting's commitment to customer success.
11. Evolving the marketing materials and collaterals, lead marketing-related event planning, advertising, sponsorships, etc.
12. Working with the senior leadership and IT to develop a customer and vendor friendly interface system that allows customers and vendors to streamline their business and manage their data and Barron Lighting to improve margins.
13. Promoting the highest quality image of Barron Lighting with employees, customers, vendors and the community.
14. Maintaining awareness in the development of sound marketing strategies, monitor industry trends, attend conferences and maintain focus on company growth objectives with a goal of maintaining/achieving a superior position in the industry.

QUALIFICATIONS

1. Bachelor's degree in Business or related area required, MBA preferred.
2. 10+ years of sales and marketing management experience.
3. Successful track record of building and growing sales and profitability and closing sales and satisfying customers at all levels of the supply chain.
4. Proven track record of creating and executing high growth strategies.
5. Proven ability to quantify, demonstrate and prove value to clients on a continual basis.
6. Customer focused mindset; experience working directly with customers with a wide range of professional sophistication.
7. Experience developing sales and marketing plans and materials.
8. Excellent organization, communication and presentation skills.



9. Proven ability to motivate cross-functional teams.
10. Strategic acumen to identify and plan for the capabilities and talent needed to support the Company's aggressive growth plan.
11. Proven experience managing and motivating a team while still being focused on direct selling.
12. Entrepreneurial spirit and instincts.
13. Experience designing and implementing service(s), promos and offerings based on customer needs.
14. Excellent salesmanship, communication and interpersonal skills; a consummate networker.
15. Ability to interface with colleagues and customers at all levels, by virtue of professional competence, integrity and personal style.
16. Ability to demonstrate empathy, enabling open, transparent and effective dialog with customers and Barron Lighting employees.
17. Ability to lead by example, mentor and coach co-workers and develop existing sales and marketing staff within their dedicated verticals.
18. Drive, motivation, passion and an exceptional personal work ethic; ability to uphold the highest possible ethical and professional standards.
19. Highly self-motivated; able to operate autonomously in a dynamic environment.
20. Strong fit with the Company's culture and unwavering commitment to customer satisfaction.
21. Located in or willing to relocate to the Phoenix, AZ area.

Benefits

Competitive salary and growth oriented incentive based bonus, Medical, Dental, Vision plans, 401K plan with company match, mentoring, career growth and the tools necessary to succeed.

Interested candidates should apply in writing, with resume to: resumes@barronltg.com. For more information about us, please go to www.BarronLTG.com.