

# Job Description

## Sales & Marketing

Develop & Execute OEM Sales & Marketing effort for all of Cross Machine Tool products that includes Industrial Tooling & Firearm component Manufacturing. Interface with major customers to maintain and improve current accounts and to capture major new accounts. Identify new applications for existing products and support development of new products. Create graphic content & implement advertising and sales promotion programs along with identifying industry, customer and competitor trends.

## Desired Skills and Experience

### Responsibilities:

- Develop and implement strategic marketing plans, sales plans and forecasts for OEM product lines that defends and extends the company's position in the market place and achieve sales and profit targets.
- Provide key market input to New Product Development Team to support identification of new applications for current products and of new products to meet customer needs. Develop strategies to maximize the effectiveness and profitability of new product launches.
- Identify product needs through customer knowledge and works with Product Management and Engineering to develop business case evaluations for the justification and launch of new products.
- Participate in developing and implementing distribution strategies that ensure efficient distribution of products to meet customer delivery requirements while maintaining lowest possible inventory levels.
- Analyze future business levels and provides sales projections which support development of accurate strategic and tactical plans. Acts as key internal consultant to senior management on sales and marketing issues.
- Develop and implement advertising and sales promotion programs which maintain and improve the Company's image as a world-class supplier which generate significant incremental sales.
- Maintain full compliance with Company policies and procedures and conducts all activities in accordance with Code of Business Conduct & Ethics.
- Works closely with the Leadership Team in developing and implementing a strategic Business Development plan that correlates to the division revenue, profit goals, and associated overhead costs.
- Analyzes market data, customer/competitor trends, funding profiles, and customer technical expectations for new business opportunities.
- Provides market analyses to management regarding opportunities and strategies.
- Identifies new and adjacent markets into which to expand our business.
- Performs other related duties as required.

### **Education and Experience:**

- Bachelor's degree (BA/BS) from four-year college or university in Engineering or Marketing (or related field) **Prior verifiable Military Experience is a plus.**
- Solid industry relationships, business development experience, excellent research and report writing skills, dynamic and creative problem solving, as well as professional and positive interpersonal, verbal, written, and presentation skills.
- Experience in leading the preparation of strategic planning material.
- Ability to establish and maintain collaborative relationships with internal and external customers.
- Experience leading strategy development, cost/price targets, competitive assessment, excellent writing skills, and the ability to organize technical and non-technical inputs into a clear, compelling and well organized proposal.
- A strong ability to assess and understand customer technical requirements, as well as understanding and providing value added alternatives to customer solution.
- Minimum 5+ years' experience in the Firearms industry, 5+ years' experience in sales/business development.
- Strong analytical skills
- Excellent written and verbal communication skills
- Excellent presentation skills
- Good leadership skills
- Background that involves the use of firearms/suppressors/weapon systems

We offer competitive Base+ Bonus and excellent benefits including BCBS Medical/Dental

**EOE/M/W/Vets/Disability**

Please send resume in confidence for consideration to [employment@crossmachinetool.com](mailto:employment@crossmachinetool.com)

No phone calls please.