

Job Title: Vice President Sales and Marketing - Americas
Department: Sales and Marketing
Location: Wallingford, CT or Remotely

Nel Hydrogen

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Hydrogen... the most abundant element in the universe is your ticket to a rewarding future. Every day there are reports of how hydrogen (produced by water electrolysis and renewable energy sources) is displacing fossil fuels, reducing greenhouse gasses, and helping to revitalize our planet.

Nel Hydrogen is the global leader in on-site hydrogen generation and the largest electrolyzer manufacturer in the world. Armed with a full portfolio of water electrolyzers and hydrogen fueling station technologies, Nel Hydrogen is leading the charge into the new green hydrogen economy.

If you are driven by personal initiative combined with loyalty and commitment to your team and the ability to convert complex issues into simple solutions, then we want to talk to you. Help make the world a better place. Join a company that is on the cutting edge of new energy innovations, with an energized, progressive culture.

POSITION SUMMARY

Nel is hiring a VP Sales & Marketing for the Americas to oversee and lead the organization's sales and marketing programs. The candidate will develop strategic sales and marketing objectives, establish sales territories and quotas, manage budgets, and evaluate sales performance and support marketing programs. This role reports to the Senior Vice President of the Nel Electrolyser Division.

RESPONSIBILITIES:

- Develop plans and strategies for growing the business and achieving company sales goals
 - Publish an annual sales strategy that defines the key initiatives for each market and geographic territory that are planned to deliver sales results
 - Sets growth strategy and holds team accountable for execution
- Manage the operation and resources of the sales team to deliver profitable growth
 - Manage the use of operating budgets for all sales/marketing activity for the division
- Define the optimal sales force structure to grow sales
 - Hire and develop additional sales staff as needed to grow the business
 - Define and oversee sales staff compensation and incentive programs that motivate the sales team to achieve their sales targets
 - Plans, implements, and manages the workflow and sales activities against KPI's
 - Provides constructive and timely performance evaluations.
 - Handles coaching, discipline and ensures employees follow company policies.
 - Align and continuously improve a distributor/agent network in accordance with agreed strategy
- Put in place infrastructure and systems to support the success of the sales function
 - Define sales processes that drive desired sales outcomes and identify improvements where and when required

- Provide detailed and accurate sales forecasting to Operations including status of Key Performance Indicators (KPI's)
- Compile information and data related to customer and prospect interactions (CRM)
- Plans, controls, and directs activities of the sales team
- Create a company culture of success and goal achievement that is customer focused and achieves a high level of customer loyalty
- Monitor customer, market, and competitor activity and provide feedback to the company leadership team and other company functions as appropriate
- Manage the marketing function to establish successful sales support, channel, and partner programs
- Manage key customer relationships and participate in closing strategic opportunities
- Travel for in-person meetings with customers, prospects, and partners and to develop key relationships
- Collaborate with Business/Market development team for support in new markets
- Support other Nel business segments as agreed with Divisional head
- Support Nel policies on HSE and Quality

QUALIFICATIONS:

Education:

- Master's/Bachelor's degree in Engineering and Business

Required Skills and Abilities:

- 15+ years' experience in Sales management in a corporate setting
- Aware of the latest market trends and shifts, as well as projections for the future
- Good negotiation skills and ability to develop sophistication in the sales process to trigger the sale while maximizing profit margin
- Proven track record of exceeding sales objective and territory/account development
- Excited about combining business and technical knowledge
- Able to be creative and push the business forward
- Willingness to evolve in a growth market with potentially long sales cycles
- Ability to manage complex projects and multi-task
- Ability to flourish with minimal guidance, be proactive, and handle uncertainty
- Evidence of ability to innovate and implement change successfully
- Able to be persuasive and procure buy-in from upper management
- Driven and committed to success while maintaining integrity
- Solid computer skills and awareness of web-based marketing and social media
- Proficient in Word, Excel, Outlook, and PowerPoint
- Language requirements: English; Spanish proficiency is a plus
- Proficient in using a CRM and digital tools (Salesforce preferred)
- Preferred industry background: hydrogen, industrial gases, renewable energy or fuel, chemical process industry
- Potential for 50% travel exists

Competencies:

- Transformational Leadership
- Conflict Management
- Ethical Practice
- Innovation
- Relationship Management
- Communication (written and verbal)
- Business Acumen
- Adaptable/Flexible
- Problem Solve
- Time Management & Organization

The above statements reflect the principal functions of the position and shall not be construed as a detailed description of all work requirements that may be inherent in the job.

Nel Hydrogen provides comprehensive health and insurance benefits for its employees as well as a stock option plan. The Company offers competitive paid vacation time, sick leave, and holidays.

The Company has a published Code of Conduct that all employees are expected to follow.

Visas

- Nel will only employ those who are legally authorized to work in the United States. This is not a position for which sponsorship will be provided.
- Individuals with temporary visas such as E, F-1, H-1, H-2, L, B, J, or TN or who need sponsorship for work authorization now or in the future, are not eligible for hire.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law. All employment is decided based on qualifications, merit, and business need.

To apply, please e-mail your cover letter and resumé to: nelctcareers@nelhydrogen.com.