



Advanced Technology in Printed Circuit Manufacturing

3835 Conflans Road

Irving TX 75061

**Job Description -
Director of Sales/Marketing**

Doc. No:

Revision: N/C

Date: 6/16/10

Page: 1 of 2

DIRECTOR OF SALES/MARKETING

KEY FUNCTIONS:

The Director of Sales/Marketing reports directly to the President. Work with the President to provide the corporation with a clear, comprehensive marketing program. Such program should consist of achievable sales objectives; a plan for getting there; direction and leadership by the marketing head to execute that plan.

Responsibilities:

- Formulate a marketing plan providing the corporation with clear guidance on marketing direction and strategy in support of the Annual Business Plan. Annually review and modify said plan as needed to reflect changes in the market place, as well as the manufacturing facility and environment.
- Spend quality time in the field solidifying the relationships between Multilayer Technology, our customers, and our representatives. Be highly visible.
- Nurture the development of our inside sales group to provide the ultimate in customer service: courtesy, enthusiasm, concern, and responsiveness.
- Pinpoint, plan and execute effective advertisement campaigns as required.
- Promote Multilayer Technology participation in trade shows, seminars or conventions that could provide meaningful visibility to the industry.
- Take a very personal active role in generating enthusiasm, quality awareness, customer service and concern in the entire workforce. Hold periodic group meetings to motivate fellow managers, supervisors and line workers in meeting our commitments to our customers.
- Remain keenly aware of market trends and emerging technological needs. Assess Multilayer Technology's role in venturing toward these trends.
- Understand your roles as the single force that must blend the engineering, manufacturing, quality, finance and marketing groups into one cohesive group heading in the same direction (towards achieving your marketing objectives). No position is as dependent on all of these groups performing well as is the Director of Sales/Marketing.
- Provide the best example you can for others to follow. Be prompt, dependable, efficient and productive. Set the pace at which you expect your staff and peers to operate. Treat others, as you would have them treat you.
- Publicly support the plans and actions of the chief executive, regardless of personal opinion differences that might exist. These should be handled privately - only among the individuals who are in a position to do something about said differences.



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CRITICAL REQUIREMENTS:

- BS/BA degree in electrical engineering is big plus;
- Sales training experience (enjoys doing it);
- Excellent PCB technical knowledge, but subordinated to his/her sales skills;
- Additional experience in PCB design and assembly a plus;
- Strong interpersonal skills;
- Team loyalty;
- Enthusiasm and Perseverance;
- Sense of urgency;
- The person should enjoy traveling and entertaining with the objective of building long term relationships with customers and channels of distribution.

SUGGESTED EXPERIENCE:

- 5+ years multi-layer PCB manufacturing & sales experience;
- 5+ years proven manufacturer's channel management/motivation success;
- Computer literate;
- Technical expertise in PCB manufacturing process, Quality and Assembly is highly preferred;
- Possess an excellent reputation in PCB industry.