

LOCATION: Ft. Lauderdale, Florida

JOB TITLE: Retail and Online Channel Director

BASIC QUALIFICATION: Bachelor's degree in Business Administration or Marketing & Sales

YEARS OF EXPERIENCE: 5+ years of experience

Experienced Channel Sales Manager to drive sales growth through a multi-channel approach targeting retail and online channel partners as well as independent agents for VSN's product lines. This individual will be responsible for building new channel pipelines as well as growing existing partnerships to extend VSN's reach and revenue and to strengthen our distribution channels in North America. This is a key position and reports to the VP of Sales.

Responsibilities:

- Establishing online and retail sales channels for each line of VSN consumer products
- Developing and implementing strategies to expand sales points of presence while managing channel conflict and MSRP pricing
- Creating successful demand generation campaigns
- Deploying product sales training, and support mechanisms for each channel
- Implementing a channel sales forecast for each product line

Required:

- Deep knowledge of the consumer electronics channel market, players, dynamics and trends
- 5+ years of experience in many of the following areas:
- Sales experience in a complex selling environment
- Direct sales or channel sales as well as channel management
- Developing highly productive reseller and referral partner relationships
- Proven capacity at managing partner and customer relationships
- Experience with coaching, directing and training partner organizations
- Effective oral communication, presentation and training skills
- Well-developed time management skills
- Collaborative marketing and demand generation strategies
- Partner onboarding and training
- Use of web and social media to generate leads and sales

VSN Mobil is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, and other protected characteristics.

Successful applicants must be eligible to work in the United States.