

**Company: DYNEGEN, LLC**

**Position Title: Senior Vice President, Sales and Marketing**

## **GENERAL POSITION DESCRIPTION**

### **Position Summary**

The position of **SVP Sales/Marketing** is a senior management position within **DyneGen** reporting to the Chief Operating Officer. This is a growth position as it is anticipated this person will lead the function from startup to \$500+ mil in sales in the first 5 years.

**DyneGen** is focused on delivering high-performance engines that run on the fuels of the future, natural gas, anhydrous ammonia and low BTU fuels including hydrogen. Initial engines are based on integrating existing technologies into industry-leading configurations to address the demands of the growing market for engines running on alternative fuels. The long term goal is to reduce engine component count (using new technologies) to increase reliability and improve efficiency by 25% initially and up to 50% ultimately. The reduction in CO<sub>2</sub> emissions is on the order of 30% to 100%.

The SVP Sales/Marketing is responsible for all aspects of the marketing and sales of industrial engines initially and eventually engines for select mobile applications such as heavy equipment and farm equipment.

### **Position Duties**

- Develop integrated marketing strategy and translate to measurable marketing programs and tactics
- Define market segmentation strategies and develop unique marketing tactics for each with measurable ROI
- Convert marketing strategy / tactics into measurable lead generation for the sales team
- Manage the sales and customer service organizations to achieve the sales growth targets of the business
- Interface with engineering and manufacturing to translate product and manufacturing capabilities to target market needs
- Identify market needs and translate to engineering and manufacturing functions to meet identified growth targets of the business
- Manage the budgets of both marketing and sales departments and report variances on a monthly basis
- Budget preparation as part of the management team.
- Provide monthly period reports to senior management
- Work with engineering in development of product road maps to satisfy market demand
- Manage the marketing strategy to achieve on time and under budget performance
- Hire and grow employees with the sales, marketing and customer service functions
- Present achievements, plans and goals at quarterly reviews
- Attend appropriate conferences and trade shows and make presentations as appropriate
- Manage the PR function to achieve perception of company as leading the market
- Manage the development of MARCOM and entire range of customer facing presence
- Act as the public face of the company when appropriate, in live events as well as on TV and other public venues

### **Qualifications / Knowledge of the following:**

- Required: BS Engineering, Business or related field. MBA a plus
- Minimum 15 years experience
- Required: significant sales and marketing experience in the automotive, engine, heavy equipment or related industries
- Industrial engine industry contacts
- Must be demonstrate very strong entrepreneurial capabilities
- Ability to grow departments from scratch to the equivalent of a Fortune 1000
- Strong on-line experience including SEO, analytics, display advertising, mobile marketing, social media
- Ability to manage agency relationships to leverage marketing investment
- Adept at SFA tools
- Ideally has large company experience along with working for venture backed companies
- Previous experience in managing national sales force required
- International marketing experience a plus
- Bi-lingual, in particular Spanish, a plus

**DyneGen is an equal opportunity employer.**

### **Make Contact:**

Qualified applicants are encouraged to submit a resume to [recruiting@dynegen.com](mailto:recruiting@dynegen.com)