



Vice President, Sales and Marketing

Department: Sales and Marketing

Job Functions: Hands-on, as well as strategic, development of the sales function

Reporting to: President & CEO

Location: Toronto, Canada

Primary Job Descriptions:

PVI is a leading CMOS image sensor solution provider for a variety of mainstream industrial imaging markets, such as machine vision, intelligence traffic monitoring, homeland security, medical and DSLR. PVI is a growing early-stage company, which is looking for an experienced salesperson with a hands-on, "can do" attitude, who enjoys the energy and fluidity of the start-up environment. The key requirements of this role are to: (a) provide leadership, coordination and hands-on implementation of company sales and marketing functions; (b) develop and implement sales and marketing strategy; and (c) monitor and analyze sales and marketing activity against goals. The role requires knowledge of, and an extensive network of contacts in, the machine vision, industrial and scientific imaging markets, as well as an understanding of product design-in cycles in those markets. The mission of this position is to help expand the use of PVI's CMOS image sensors in high end mainstream industrial markets.

1. Primary Responsibilities:

- 1) Directly develop and manage client accounts and, as the company grows, coordinate the management of other accounts.
- 2) Direct and coordinate company sales and marketing functions.
- 3) Develop and coordinate sales selling cycle and methodology.
- 4) Build a sales and marketing team, including salespeople, sales support and technical marketing
- 5) Develop and manage sales and marketing budgets, and oversee the development and management of internal operating budgets.
- 6) Work with senior management to develop five year business plans for the company.
- 7) Establish and implement short- and long-range departmental goals, objectives, policies, and operating procedures.

2. Additional Responsibilities

- 1) Direct and oversee the company's marketing function to identify and develop new customers for products and services.
 - 2) Research and develop strategies and plans which identify marketing opportunities, direct marketing, and new project development.
 - 3) Analyze and evaluate the effectiveness of sales, methods, costs, and results.
 - 4) Participate in the development of new project proposals.
 - 5) Plan and develop company marketing and communications materials.
 - 6) Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
 - 7) Promote positive relations with partners, vendors, and distributors.
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3. Critical Competencies:

- 1) Experience with direct sales of image sensors to camera manufacturers especially in the high end machine vision and industrial imaging market is highly desirable.
- 2) Excellent inter-personal, teamwork and communication skills
- 3) Business focused with a strong technical background
- 4) Proven excellence in written and oral communication and an effective presenter
- 5) Well-developed analytical skills
- 6) Strong project management skills
- 7) Understanding of image sensor product applications
- 8) Flexible and capable to travel as needed (30-40%)
- 9) Capability in Chinese language or dialects is a plus, but not required
- 10) Skills working in a small business environment with strategic thinking
- 11) Knowledge of off-shore business operations and supply chain, logistics.

4. Education and Experience

- 1) 4 years Bachelor degree in EE, engineering or science as a minimum. Preferred: MBA, with direct relevant work experience; AND
 - 2) 5-7 years of experience in sales and sales management
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