



Location for this position:

Rowmark
5409 Hamlet Dr.
Findlay, Ohio 45840
www.rowmarkllc.com

Title: National Account Development Manager

Reports To: Vice President of Global Sales and Marketing

Primary Purpose: Develop and grow relationships with key designated accounts (primarily franchise opportunities) to achieve company sales goals and objectives. Work closely with marketing department to assess general customer buying trends and deliver impactful sales channel strategies and tactics to drive growth in revenue and margin growth. Contribute to short- and long-term business development strategies against company-wide targets. Manage price and product strategies to continuously improve profitability.

Expected Attributes of Employees:

- Positive attitude with a high level of accountability, personal drive, ambition, integrity
- Excellent sales and customer service management skills including demonstrated ability to build positive relationships with customers, employees, managers, vendors other organizations
- Competent in communicating directly, publicly and openly throughout the organization
- High level of problem solving, troubleshooting, and task/project management skills
- Passion for continuous improvement in all aspects of the company's performance; Driven for results and measuring progress
- Demonstrated strong oral and written communication and presentation skills
- Ability to prepare and present accurate and reliable reports containing findings and recommendations
- Strong research, analytical, negotiating and problem solving skills

Qualifications:

- Bachelor's degree in business or related field required; MBA is a plus
- At least 8 years of experience in a B2B sales role; knowledge of signage and personalization markets is a real plus.
- Proven experience developing and executing successful sales programs, preferably within an industrial or consumer goods distribution organization. Successful track record of driving sales strategies with solid results
- Previous experience working with ERP systems for evaluating sales data; CRM software for database management
- Efficient with Microsoft Office software (Word, Excel, PowerPoint)
- Travel requirement: approximately 30%. This can fluctuate, but is necessary for customer visits, industry trade shows, and events. Majority of work time is spent at Rowmark office.

Primary Duties and Responsibilities:

- Develop and grow relationships with key designated accounts (primarily franchise opportunities) to achieve company sales goals and objectives. Achieve or exceed sales revenue and margin goals.
- Work closely with marketing department to assess general customer buying trends and deliver impactful sales channel strategies and tactics to drive growth in revenue and margin.



- Contribute to short- and long-term business development strategies against company-wide targets. Manage price and product strategies to continuously improve profitability. Assist with developing pricing strategies as needed.
- Develop and implement sales strategies to grow sales in a proactive manner; manage short and long-term sales campaigns to fit customers appropriately.
- Ensure an outstanding customer experience with a strong focus on service and support.
- Attend industry events and tradeshow or conferences to build awareness, prospects and opportunities for Rowmark.
- Build strong, trusted relationships with customers, prospects, industry contacts and fellow employees.
- Track key metrics and outcomes to ensure repeatable success.
- Interact with current customer base to ensure accurate and expeditious order entry and satisfaction follow-up.
- Monitor sales activity, inventories and progress of custom orders/quotes.
- Effectively communicate in-house production issues as well as market related issues so that internal and external employees are informed.
- Positively interface with cross functional groups (Engineering, Manufacturing, Scheduling and Accounting) to speed sales prospects through the selling cycle to provide prompt feedback/proposals and shipments to customer prospects.
- Complete all other projects and tasks assigned by supervisor.

At Rowmark, we are passionate about making our customers look great!

We proudly manufacture, market and distribute of a wide array of innovative and quality products for our customers primarily in the awards, recognition and signage markets.

Founded in 1997, our company has developed into the leader in the markets we serve. Our state-of-the-art manufacturing, warehousing and distribution systems continue to be keys to our success.

Rowmark's family of companies is headquartered in Findlay, Ohio, where it manufactures its plastic sheet materials in a new 88,000 square foot facility. Our extensive product line of sheet materials are distributed in over 80 countries around the world.

Rowmark also owns and operates a separate lamination and film business unit in Trenton, NC as well as an additional customer service/distribution centers located in Belgium and Australia. In October 2013, our company partnered with Bertram Capital, staging us for major growth.

We have recently joined forces with several very successful domestic distributors (Johnson Plastics, LaserBits and Bur-Lane), leading to our introduction of Johnson Plastics Plus in 2017 as the leading supplier/distributor to our customers in the engraving, sign-making, awards/recognition, industrial, hospitality, hobby markets. As part of the Rowmark family of companies, Johnson Plastics Plus strives to provide world class service to our customers every day with eleven distributions points throughout the United States.

Location for this position: Rowmark, 5409 Hamlet Drive, Findlay, Ohio 45840

Rowmark is an Equal Opportunity Employer that values our employees and offers a competitive pay and benefits package, an encouraging, supportive environment with training, professional development, recognition programs and



career growth opportunities. Our benefits include profit-sharing, medical, dental, vision, 401(k), life insurance, flexible spending account options, short-term and long-term disability, vacation and paid company holidays.

We believe that people have always been and will continue to drive the success of our company. *Rowmark is open to assisting with relocation costs for a strong candidate that meets the qualifications of the position, if necessary.* If this sounds like the opportunity for you, we invite you to submit your name for consideration.

Please send resume and salary requirements to: kwinner@rowmark.com