



C U B E
MANAGEMENT

Sales & Marketing Talent For Growth

Key Vendor Associate – San Jose, CA

Our client is the world leader in marine electronics by developing and manufacturing the most comprehensive range of electronic equipment for the recreational boating and light commercial marine markets. The company's success is built on the shared principals of excellence in engineering, product innovation and uncompromising attention to product quality and service. Hundreds of thousands of boaters put to sea every day, safe with the knowledge that they have the accuracy and performance of our client's products at their fingertips. Whether it be stand-alone units or fully integrated systems, our client understands boating and what it takes to make it safer, easier and more enjoyable for everyone.

Their commitment to the marine industry spans over 80 years of product development and boasts a comprehensive range of products from GPS chartplotters and VHF radios to HD Digital fishfinders, instruments, radar, autopilot, satellite television, software systems and more. Recognized for its innovation, our client is uniquely able to deliver new and exciting technologies never before applied to the recreational marine market.

To be successful in this position you must be able to develop and execute marketing programs with a primary focus on large marine retailers to ensure that company sales volumes, strategies, key objectives and financial targets within customer accounts are met and/or exceeded.

Essential Functions/Major Responsibilities:

- Analyze POS data to recommend distribution expansion to key customer store locations
- Understanding how effectively co-op advertising investment is being spent and know which vehicles are the most successful to utilize
- Working with the customer Regional VP's to have test initiatives going in each region
- Communicate and work with select customer District Managers to capitalize on local opportunities
- Ensure timely, accurate submission of catalogues, flyers and promo forms
- Diligently work with customer to develop reliable forecast projections and regularly update these forecasts
- Ensure consistent weekly orders and work with internal customer service team to ensure fill rate's are satisfied
- Proactively address any large overstocks
- Understand competitive climate and programs that are working to ensure that the company adjusts as necessary
- Take key role in developing and implementing customer Key Season Program
- Work closely with company marketing and product management to design monthly flyer representation



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- Responsible for proofing customer monthly flyers for correctness at all stages of development
- Conduct monthly review meetings with all key departments at customer headquarters
- Support electronics category team as necessary
- Develop and implement effective training and marketing programs
- Successfully manage personal expense budget
- Provide boat show and trade show support as necessary
- Execute developed trade plans
- Build strong relationships at all levels with the customer

Requirements:

- Business or Marketing degree (MBA a plus), Sales background helpful
- 5 to 7 years experience as a Marketing Manager or Associate Marketing Manager in the marine or related industry
- 60% of your time will be spent at customer's headquarters
- Domestic, with some international travel required (40%)

This position offers a base salary of \$75k with commissions of \$25k and competitive benefits. For full consideration send your resume and cover letter to recruiting57@cubemanagement.com. This company is an Equal Opportunity / Affirmative Action Employer.

Cube Management helps companies accelerate their sales, by providing the Sales & Marketing talent they need to grow their business. Cube is a leading recruiting and consulting partner to mid-market and emerging growth companies in the technology, manufacturing, healthcare and business service sectors. We work across the spectrum of Sales, Marketing and Business Development, providing holistic solutions that drive revenue and profit success. Cube Management combines Strategy, Process and People, to produce great results. For a complete list of our job openings, please visit www.cubemanagement.com