
Title:	Job Description VP of Marketing Sales	Page:	1 of 3
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US DIGITAL**VICE PRESIDENT OF MARKETING & sales**

US Digital is the global technology and performance leader in optical encoders and inclinometers. Applications incorporating US Digital products are broad and include stepper motors, DC brush and brushless motors, robotics, medical and lab diagnostic equipment, additive manufacturing, industrial automation, renewable energy and many other applications requiring position feedback. Motion control building blocks include incremental and absolute optical and magnetic encoders, inclinometers, drives, and interface and support products. US Digital's mission is to make their customers successful by inventing, designing, manufacturing, and quickly delivering the most practical and efficient motion control solutions worldwide.

Counter to the popular trend of outsourcing, US Digital's core products are designed, manufactured, supported and shipped from Vancouver, Washington, USA. Their highly automated processes allow them to make cost competitive, high performance products, meeting the customer's need for reliable supply chain management. From prototype to production, their vertically integrated design and manufacturing capabilities provide customers best-in-industry lead times and support. With this infrastructure, US Digital is positioned to handle continuous growth well into the future. They deliver with higher quality in days/weeks as compared to competitors who deliver in weeks/months.

US Digital began in 1980 in Los Alamitos, CA when founder David Madore could not find an encoder that would meet his design criteria. As a design engineer for a medical ultrasound company, he became aware of the obvious need for optical encoders that were practical, simple, reliable and available off-the-shelf. Today, to accommodate rapid growth, US Digital has relocated to a state-of-the-art 118,000 sq. ft. manufacturing facility. Headquartered in Vancouver, WA, with a current head count of over 120 employees, US Digital is well positioned for future growth and success with profitability, no debt, ISO 9001 certification and vertical integration, all of which puts US Digital in the driver's seat for delivery of products to a rapidly expanding market for products demanding more sophisticated and reliable motion control components.

Position: Vice President of Marketing & sales

Reporting to the President, this VP will be one of the principal leaders in the development of business and marketing strategy, execution of the business plan and leading the marketing and sales organizations. This VP will spearhead the analysis of the motion control industry, evaluating new and existing market segments/customers and working with the executive team to identify, prioritize and penetrate the best opportunities for profitable growth. He/She will drive the business case development of each market opportunity and determine the most effective go-to-market strategy and tactics for each segment. He/She will own product marketing and work with the customers in aligning US Digital product roadmaps that match customer roadmaps and new market opportunities. He/She will also drive customer intimacy by connecting internal technology team at US Digital to the customers' top technical leadership to align on future technology developments and opportunities. In conjunction with input from the product development team, he/she will identify customer motion control problems and needs, track key industry

trends such as regulatory and competitive challenges, and develop plans and recommendations to manage emerging needs and challenges.

He/She will own all corporate marketing and marketing communication activity including marketing and sales collateral, trade show participation, advertising and website development/management. This VP will ensure that the messages across all media are compelling, representing the unique value of US Digital and are consistent with the mission and values of the firm. Additionally, he/she will provide insights based on this analytics and marketing spend and provide actionable information back to the broader leadership team. This VP will implement an executive sponsor program to better connect all of the executives to major customers on a global basis and will also drive a business partner review process with top customers, where critical functions in each company meet on a periodic basis to gain broader customer feedback and build deeper customer relationships.

This leader will lead the assessment of US Digital's risks and profitability potential inherent in the strategic plans and make recommendations, drive the development of strong, mutually beneficial account plans, and define the appropriate internal resources needed to execute. This VP will oversee research for key initiatives, including the identification of key issues and the management of customer research followed by analysis and development of comprehensive business cases, making sure that market and competitive information remain current and that all constituents are up-to-date. He/she will produce in-depth market assessment, sales information and customer retention data to define gaps in business strategy and will develop recommendations for action based on sound analysis.

This senior executive will lead a team with all marketing, sales and customer service personnel for the company. The current team consists of two account managers, a customer service team of four led by a sales operations manager and a marketing team which includes an in-house web developer and a creative director. This VP will be expected to optimize the sales organization, building a team to focus on expanding market opportunities that are effective across the entire product portfolio. He/She will drive a more proactive selling of US Digital's motion control products while building stronger partnerships with major customers at a more strategic level. This executive will analyze the diverse customer needs, applications and geographies and implement the best sales organizational structure that drives bookings and supports the worldwide customer base in significantly different end markets. This leader will leverage strong sales metrics and forecasting discipline, continuing to enhance the capabilities of the sales group.

This VP will be a key member of the executive leadership team and will report directly to the US Digital President.

The qualified candidate will have the following:

- Track record of success leading Marketing, strategic development and tactical implementation of new products to new markets. Experience with motion control products, solutions, industrial automation or optical technologies preferred. Ideally experience with component or subsystem "design in" type of solutions.
- Strong marketing leadership skills with both inbound marketing i.e product definition requirements/product management for a component/subsystem product line and outbound marketing (branding, collateral, PR, etc).
- Marketing experience selling technical products to a technical audience preferably in a design win/OEM environment.

- Strong leadership, business acumen and strategic agility to be able to craft solutions that meet both customer needs while meeting US Digital's business goals based on client discussions and in conjunction with input from US Digital's technical support, engineering and manufacturing teams.
- Strong leadership skills to plan, lead and drive change in the organization while meeting or exceeding business objectives.
- Entrepreneurial – very hands-on with proven ability to toggle back and forth from the very strategic to the detailed tactical. A player/coach mentality.
- BS in a technical area of expertise highly preferred.

Compensation/Culture:

US Digital will offer the selected candidate a competitive base salary and bonus (based on company performance), health and dental benefits, EMBRACES WORK/LIFE BALANCE WITH A FOUR-DAY WORK WEEK, matching 401K up to 5% of salary, on-site gym with a fitness trainer, a coffee shop, a rich tapestry of other perks and benefits, and has a strong faith-based culture.

Location:

This position is located in Vancouver, Washington, north of Portland, OR. The Vancouver/Portland area is a very beautiful, high quality of life, moderate cost of living area with the Pacific Ocean and the mountains a short 90 minute drive away.

To Apply:

Submit **application** *and* **resume**. Process can be found at www.usdigital.com/careers

EEO/AA employer M/F/Disabled/Veteran, E-Verify Participant