



CHANNEL & SALES MANAGER – CRANE CONTROL DIVISION

ABOUT CAMOTION

CAMotion is a premier manufacturer of innovative motion control and automation equipment for industry. Our products include industrial material handling robots and systems, and advanced motion technologies for industrial cranes.

JOB OVERVIEW

CAMotion's crane control division provides automation and motion control solutions for industrial cranes. These solutions include technologies for automatic load positioning, collision avoidance, expert-control technology enabling novice crane operators to perform as well as experienced counterparts, and vision-based manipulation assistance.

CAMotion is looking for a highly talented Channel & Sales Manager to facilitate aggressive growth within the industrial crane market in the United States, Canada, and Mexico. The position shall be based out of CAMotion's headquarter in Atlanta, Georgia.

KEY RESPONSIBILITIES

The Channel & Sales Manager is responsible for managing and growing channel partners that may include System Integrators (SIs), Value Added Resellers (VARs), Dealers (DELs), and Original Equipment Manufacturers (OEMs) within North America. This position will recruit channel partners in multiple industry verticals to represent CAMotion's solutions. Key results are expected from this position in the first 4 - 8 months with aggressive revenue targets.

JOB DUTIES

- Duties applied and performed in each respective region with tact, knowledge and sensitivity to the region's particular customs, laws, regulations and requirements for success;
- Seeks and nurtures channel partnership relationships by identifying and exploring potential relationships including SIs, VARs, DELs, OEMs, and key end-customers in multiple industry verticals; engaging key personnel at the decision making level while building and maintaining relationships; communicating company vision and product potential; negotiating business contracts; driving channel harmony;
- Prepares partners to develop markets by developing and conducting sales and technical training programs; conducting joint seminars; managing trade show participation;
- Drives revenue by managing current partners to desired partner tier participation; developing a market strategy, forecast, and sales plan with partners; formulating sales and marketing initiatives; advocating cross-product integrations and cross selling; recommending pricing and marketing definitions; leveraging customer databases and contacts; coordinating sales and marketing actions with channel partners; developing sales incentive programs; managing product availability;



- Implements and manages web-based channel communications including newsletters, product updates, project case studies, and press releases;
- Seek out and assists in responding to strategic RFPs and RFIs. Collaborate to win such tenders and bids;
- Positions and promotes company and solutions by collecting, compiling, analyzing, and disseminating competitive intelligence;
- Communicates value proposition and product and service capabilities to partners, partner targets, and customers; developing product-exposure, demand-creation, and lead-generation approaches; maintaining product image across channels;
- Tracks channel accomplishments by comparing initiatives, contacts, presentations, billings, and backlogs to strategies, forecasts, plans, targets, and objectives;
- Improves solution sales opportunities by monitoring competitive products; recommending product improvements; monitoring customer service team interaction with customers; updating content for partner documentation and collateral;
- Protects organization's value by keeping marketing and product information confidential;
- Updates job knowledge by tracking technological advancements; participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations;
- Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments;
- Jointly develop and implement a world-wide channel marketing program including strategy, and deliverables that meets the needs of the organization;

REQUIREMENTS

- Candidate must have strong organizational skills and ability to successfully manage projects and drive revenue using both internal and external resources;
- Candidate must have a demonstrated success in prior sales and marketing roll;
- Candidate should have extremely strong written and verbal presentation communication skills;
- Must have a current valid passport;
- Must be comfortable to execute duties in the NA region. **Travel could initially be up to 50%.**
- Minimum of Bachelor's degree required;
- Minimum of 4 years prior experience required;



CAMotion offers a competitive salary and benefits. No relocation assistance will be provided for this position. If hired, must be able to prove legal right to work in the US.

If interested and qualified, please submit a PDF of your resume to gina.crawford@camotion.com. Submitted files must subscribe to the following name convention: "POS529_LASTNAME_RESUME.pdf". Do not use any other methods to apply for this position.