

## **Sales and Marketing Director**

### **About Dayton Photonics Systems LLC**

Dayton Photonics Systems LLC is a dynamic startup revolutionizing the telecommunications industry with cutting-edge free space optical communication (FSO) systems. Our innovative technology provides high-bandwidth, secure, and reliable wireless connectivity solutions for a variety of applications. We are passionate about connecting the unconnected and are seeking a driven Sales and Marketing Director to join our growing team.

### **Job Summary**

As Sales and Marketing Director, you will play a pivotal role in driving revenue growth and establishing Dayton Photonics Systems as a leader in the FSO market. You will be responsible for developing and executing comprehensive sales and marketing strategies, managing a team of commission-based sales representatives, and achieving ambitious sales targets. This role reports directly to the CEO and offers significant opportunities for professional growth and impact.

### **Responsibilities:**

- **Sales Strategy & Execution:**
  - Develop and implement a strategic sales plan to achieve revenue goals.
  - Identify and target key market segments and customer profiles.
  - Build and manage a robust sales pipeline.
  - Oversee and guide the activities of independent sales representatives.
  - Negotiate and close deals with customers.
- **Marketing & Lead Generation:**
  - Create and execute marketing campaigns across various channels (digital, content, events, etc.).
  - Generate qualified leads for the sales team.
  - Develop compelling marketing materials and sales collateral.
  - Manage the company's online presence (website, social media).
- **Sales Team Management:**
  - Recruit, train, and motivate a team of commission-based sales representatives.
  - Set sales targets and performance expectations.
  - Monitor and analyze sales performance metrics.
  - Provide ongoing support and coaching to sales representatives.
- **Market Analysis & Competitive Intelligence:**
  - Conduct market research to identify trends, opportunities, and competitive threats.
  - Analyze competitor activities and develop strategies to maintain a competitive edge.
- **Reporting & Communication:**
  - Provide regular updates to the CEO on sales performance, marketing activities, and market trends.
  - Prepare sales forecasts and budgets.
  - Collaborate effectively with other departments within the company.

### **Qualifications:**

- Bachelor's degree in Business Administration, Marketing, or a related field.
- 2+ years of experience in sales and marketing, preferably in the telecommunications industry

or broadband internet service providers.

- Proven track record of achieving sales targets.
- Experience managing a team of sales representatives.
- Strong understanding of marketing principles and best practices.
- Excellent communication, interpersonal, and presentation skills.
- Self-motivated, results-oriented, and able to work independently.
- Knowledge of wireless communication technology is a plus.

**Benefits:**

- Competitive salary and phantom stock incentives.
- Comprehensive benefits package.
- Opportunity to join a fast-growing startup and make a significant impact.
- Work with cutting-edge technology in a dynamic and innovative environment.

**To Apply:**

Please submit your resume and cover letter to Emily Fehrman Cory, CEO, at [emily@dayton-photonics.com](mailto:emily@dayton-photonics.com)