

EXECUTIVE POSITION PROFILE

Vice President of Sales & Marketing



This search is being conducted by:

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Table of Contents

Click any entry in this Table of Contents to go directly to that page.

Click on the page number at the bottom of any page to return to the Table of Contents.

I. Position Description	3
Summary	
Organizational Responsibilities	
Supervisory Responsibilities	
Measures of Success – 2018	
Experience and Qualifications	
II. Organization Review	5
Strategic Plan	
Distribution of AVIXA members by industry role	
About Audiovisual Industry	
AVIXA Foundation	
Audiovisual Events	
Senior Staff Leadership Team	
Locations	
III. About Vetted Solutions	8

I. Position Description

Summary

AVIXA is seeking a **Vice President of Sales & Marketing** who will report directly to the COO. This individual is responsible for overseeing the strategy for the sales and marketing activities for AVIXA and ensuring growth in product and service areas as dictated by the strategic plan.

This leader needs to direct and motivate the sales team to meet AVIXA's aggressive growth and revenue targets and direct the marketing team in their initiatives that use the latest marketing techniques that support their objectives of being a trusted hub and a catalyst for market growth.

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. AVIXA has more than 5,400 members in more than 80 countries. It has a budget of \$65 Million in 2018 and a staff of approximately 130 people around the globe. This position will be located in Fairfax, Virginia.

Organizational Responsibilities

Sales

- Work with the senior leadership team to determine enterprise product sales targets and strategies to achieve them.
- Determine ideal communication vehicles, collaborative sales strategies and protocols as expo and member services sales teams are combined.
- Create sales objectives and incentive strategies that drive market growth in all AVIXA products and services.
- Motivate and energize the staff to make proactive decisions in all their communications with clients.
- Create and advertise weekly, monthly and quarterly sales goals and keep C-level executives apprised of the progress and any challenges.
- Collaborate with departments as they explore and implement new product development. Ensure there

is a market need and assist in positioning the product/service appropriately.

- Prepare weekly sales reports and executive summary.
- Create comp and incentive plans that drive performance and energy around the most valuable and strategic products/services.

Marketing

- Lead a highly-producing team of marketing directors focused on association, event and international marketing.
- Act as the steward for the brand and ensure brand consistency, in message and visual identity. Provide direction and guidance to the creative team.
- Develop and implement the cohesive marketing strategy to increase brand awareness and achieve goals.
- Responsible for AVIXA.org.

- Set current and long-term goals for internal teams.
- Design and review the Marketing department's budget.
- Monitor all marketing campaigns and adjust when necessary.
- Prioritize marketing projects and allocate resources accordingly.

Joint Activities

- Ensure the teams have the necessary resources and support to continue to meet/exceed goals.
- Align with market research to understand category-specific landscapes and trends and gather the necessary data for greater sales & marketing penetration.
- Assess the competitive landscape and institute changes in response to competitors' changes.
- Lead the Association's pricing strategy across all product ranges, including exhibition floor space, sponsorship packages, membership programs and market-research products.

Supervisory Responsibilities

- Oversee a sales team of 9 (2 direct reports) and marketing team of 17 (4 direct reports).

Measures of Success – 2018

Marketing

- No. of unique website users (Q4) 75,000
- No. of market research customers 150
- No. of enterprise members globally 4,200
- No. of individual members globally 12,000
- Revenue from new content \$550,000
- No. of InfoComm (US) expo registrants 46,700
- Non-channel expo attendees at InfoComm (US) 45.0%
- No. of registrations for online courses and standards tests 28,500
- No. of registrations for online certification practice exams 15,000
- Downloads of free AV industry standards 9,000

Sales

- Market research revenue \$570,000
- Exhibit space revenue at InfoComm (US) \$17,500,000
- No. of InfoComm (US) expo sponsors 100
- No. of education licensing contracts in place 12
- No. of education contract training events held 12

Experience and Qualifications

- 10+ years of proven sales and marketing executive experience
- Proven ability to grow revenue and market share
- International sales/marketing experience
- Previous experience as a sales and marketing executive
- Demonstrable experience designing and implementing successful marketing campaigns
- Technology/audiovisual experience preferred but not essential
- Strong leadership skills
- Strategic mindset with ability to make difficult decisions
- Ability to communicate, present and influence all levels of the organization, including executive and C-level
- Solid knowledge of SEO, web analytics and Google Adwords
- Experience with CRM software and digital marketing tools and techniques
- Strong analytical and project management skills
- Proven ability to articulate the distinct aspects of products and services
- Proven ability to position products against competitors
- Excellent listening, negotiation and presentation skills
- Excellent verbal and written communications skills
- BA/BS degree or equivalent required; MBA preferred

II. Organization Review

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry.

Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, rental and staging companies, technology managers, IT professionals, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes.

AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.

Strategic Plan

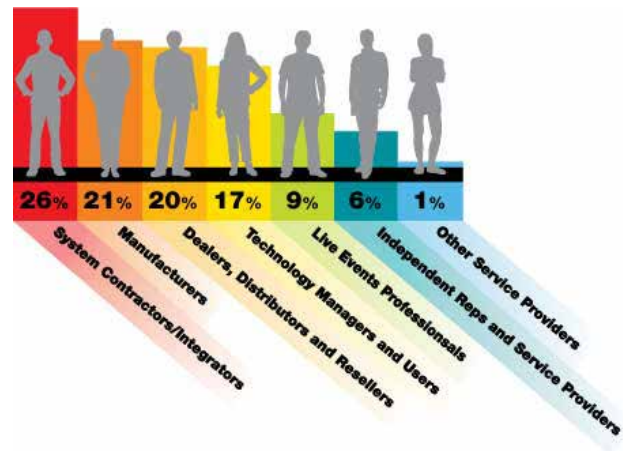
The audiovisual industry transforms content, space and technology to create exceptional communication experiences. AVIXA strives to be the trusted hub for community, communications and connections and a catalyst for market growth. We do this through five strategic initiatives:

- Create New Content and Programs
- Reinvent Brand Identity
- Increase Targeted Industry Awareness
- Improve Market Intelligence & Data
- Reinvent Our Value Proposition and Membership Model

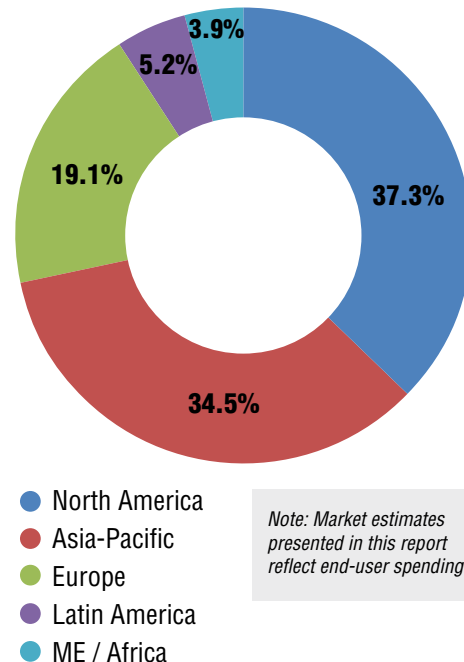
Distribution of AVIXA members by industry role

As an ANSI Accredited Standards Developer Organization (ASD), AVIXA provides industry standards as the foundation for quality audiovisual systems. In addition, as an ANSI Accredited Certification Body, AVIXA offers the Certified

Technology Specialist™ (CTS®) program — the only ANSI accredited audiovisual certification under the International Standard ISO/IEC 17024: 2012.



About Audiovisual Industry



The audiovisual industry currently generates \$91 billion a year, according to AVIXA's 2014 Global AV Market Definition and Strategy, and is projected to be a \$114 billion global industry by 2016.

Complex AV systems have become essential to the operation of government, institutions and corporations, resulting in a growing need not only for equipment but for installation, integration and managed services contracts.

The AV industry is strong, despite a challenging global business environment, because society relies on AV technology to facilitate essential communications. In order to meet the future needs of our customers, the audiovisual industry will require a well-trained workforce to respond to ever-growing customer needs.

Corporations, educational institutions and government agencies are the three largest consumers of audiovisual products and services. However, healthcare is the fastest growing market for AV goods and services. The increased need for communication and collaboration in these environments is fueling a reliance on AV.

AVIXA Foundation



The AVIXA Foundation is operated for the public good to carry out charitable, educational and scientific activities for AVIXA. The Foundation is a non-profit and generates support from corporations, philanthropic foundations and government sources.

With the help of AVIXA™ members and the entire audiovisual industry, the foundation maintains a rigorous agenda that supports the profession. It also develops and supports programs designed to equip the next generation of audiovisual industry leaders with the knowledge and skills required to successfully manage the challenges and opportunities in the future.

Audiovisual Events

AVIXA operates market-leading tradeshows and conferences around the world, either as sole owner or as a partner with other associations or for-profit companies. These events include:



The world's largest audiovisual industry exhibition



The largest audiovisual industry exhibition in North America



AV industry exhibitions in Brazil, Colombia, and Mexico



Chinese-market AV exhibitions in Beijing and Chengdu



AV exhibition and conference for the Indian sub-continent

INTEGRATE

Oceania's only dedicated audiovisual industry event



Russia's leading AV industry exhibition and conference



Industry insight-sharing and thought leadership for AV executives



Conference focusing on Technology, Innovation, Design, and Experience

Senior Staff Leadership Team

- **David Labuskes, CTS, RCDD**
Executive Director and Chief Executive Officer
- **Heidi A. Voorhees, MBA, CAE**
Chief Operating Officer
- **Greg Feehan**
Chief Financial Officer
- **Terry Friesenborg**
Chief Global Officer

Locations

AVIXA has global presence, maintaining member-service operations in over a dozen countries worldwide.



III. About Vetted Solutions

Vetted Solutions is a Washington, D.C. based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

To apply, please visit the Current Searches page at: www.vettedolutions.com



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