

# RailComm

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Qualified candidates: Please contact **RailComm**, via email at [hr@railcomm.com](mailto:hr@railcomm.com).

Job Title	<b>Vice President of Sales &amp; Marketing</b>
Department	<b>Sales &amp; Marketing - FLSA Status - Exempt</b>
Location	<b>Fairport, NY</b>

## ABOUT RAILCOMM

Immerse yourself in an environment that is positive, exciting, and fun. You will be challenged with interesting work focused on delivering innovative and proven solutions.

RailComm is a leader in the design and implementation of rail automation systems and software for the world's freight, transit, and industrial markets. Our solutions range from yard automation solutions including automated switching, wireless remote control, and car tracking to mainline automation which includes CTC, dark territory control, and SCADA.

## RESPONSIBILITIES

- Passionate, highly ethical, energetic, and entrepreneurial individual.
- Proven recent results in formulating and executing a scalable sales process.
- On-boarding and management of all Account Executives, Inside Sales and Marketing team members. Supports recruiting efforts.
- Develops and implements strategic marketing plans, sales plans and forecasts to achieve corporate orders and revenue objectives.
- Directs sales forecasting activities and sets corporate and individual account executive sales performance goals.
- Develops and manages the Sales and Marketing operating budget.
- Establishes and maintains relationships with industry influencers and key strategic partners.
- Directs market channel development activity and coordinates sales responsibilities by establishing sales territories, quotas, and goals.
- Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
- Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.
- **PHYSICAL DEMANDS/ WORK ENVIRONMENT:** The performance of this position may occasionally require exposure to industrial environments where certain areas require the use of personal protective equipment such as safety glasses, steel-toed boots, reflective vests, hard hats and other mandatory protective equipment. May also require the ability to lift up to 50 pounds.
- **This position will require at least 50% travel.**

## EDUCATION REQUIREMENTS

- Bachelor's Degree with a minimum of ten years related experience in a sales managerial role.
- MBA Preferred

## EXPERIENCE

- Demonstrated sales and sales management experience, marketing management experience and sound financial principles.
- Outstanding communication skills both orally and in written form.
- Rail industry, B2B software sales and complex sales experience is a plus.
- Proven team leadership skills.

*Excellent benefits included! Looking for energetic team players!*

**While this job description is comprehensive, job requirements are expected to change as the company's needs grow and change.**

*RailComm is an equal opportunity employer.*