



MARKET DEVELOPMENT MANAGER

INNOTEX INC. is a leading designer, manufacturer, and distributor of personal protective equipment and turnout gear for firefighters and first responders. Our commitment to innovation and teamwork has made us the trusted partner of thousands of fire departments across the globe. We have 4 factories in Quebec, Canada, and 1 in Ohatchee, Alabama.

Our rapidly growing team is currently looking for a dynamic person to fill the role of **Market Development Manager**. This position is remote.

This position reports to the VP of Sales and is responsible for creating new business opportunities by working qualified leads in a specific market to increase INNOTEX's sales growth. This is a team-selling position with our Sales team and the Dealer network, which operate within a solid team environment and well-established regions.

This position will ultimately build and supervise a team for this new area of our business.

CHALLENGES:

The main focus of this position and the key success is through the building of a strong ongoing pipeline of prospects and leads. The Market Development Manager will leverage the potential customers' individual journeys to increase sales activities of INNOTEX's fire service-related products in the North American market. This will be accomplished by identifying and engaging with outbound prospects through a mix of channels and sharing leads with the Dealer's Sales Representative. These efforts are primarily focused on the Fire Service industry with local Fire Departments in North America.

This position needs also to secure new business while growing the relationship with the larger Fire Departments throughout North America.

QUALIFICATIONS AND COMPETENCIES:

- Bachelor's degree in a relevant field
- Minimum of five to seven years of proven sales experience, ideally with personal protective equipment
- Experience in B2B sales
- New business and new market development experience
- Extensive knowledge of CRM and Microsoft Office suite
- Excellent written and oral communication skills
- Ease of creating strong relationships
- Customer service oriented



- Self-disciplined, self-motivated, strong sense of organization

KEY COMPETENCIES:

- Strong ability to create new business opportunities in a specific market
- Enthusiastic, rigorous and disciplined
- Ability to work efficiently with the desire to excel, persevere and build a strong ongoing pipeline of prospects and leads
- Excellent communication, interpersonal and leadership skills
- Exceptional presentation skills with the ability to develop excellent business relationships and grow those relationships by being present with them throughout the year and their process
- Is well organized, manages priorities and respects tight deadlines
- Is autonomous, resourceful and demonstrates initiative

CONDITIONS:

- Competitive base salary
- Solid Bonus plan
- Flexibility to balance professional and personal life
- Health and welfare benefits for you and your family
- 401K
- Company head offices are located in Ohatchee, AL and Quebec, Canada