

## Job Description

### GM – Exports (Asia)

<b>JOB TITLE: VP DISTRIBUTION</b>	<b>REPORTS TO: CHIEF OPERATING OFFICER</b>
<b>JOB PURPOSE</b> <ul style="list-style-type: none"><li>• To build and manage the Company's network of channel partners in key export markets in Asia, concentrating on the sale of solar lanterns, plug and play solar systems, and solar water heating systems; over time to also extend larger commercial systems where relevant</li><li>• To effectively represent and sell the Company's range of products through these channel partners and to meet monthly, quarterly and annual sales and collection targets</li></ul>	
<b>DIMENSIONS</b> <ul style="list-style-type: none"><li>• To build a global business that reaches \$5mIn USD by end of FY 17-18, and scales from there</li><li>• To build a network of ~10 channel partners in Asia by end FY 17-18</li></ul>	
<b>PRINCIPAL ACCOUNTABILITIES</b> <ul style="list-style-type: none"><li>• To maximize the sale of the company's products through channel partners in export markets</li><li>• To exceed sales targets on a consistent, monthly basis while minimizing offers of credit</li><li>• To map markets (globally and locally), and identify high priority markets for sale of products</li><li>• To identify channel partners in these markets – both distributors and dealers</li><li>• To manage channel partners effectively</li><li>• To identify financial institutions that will support with the finance and sometimes stocking and sale (too) of the Company's range of products</li><li>• To approach (where appropriate) key accounts – corporates, NGOs, government, etc. - for bulk sales</li><li>• To work closely with the product development team on new product requirements / changes</li><li>• To establish an effective system of monthly sales reporting, and forecasting for efficient supply</li><li>• To work with marketing to ensure sales collateral is relevant to target products and segments</li></ul>	
<b>EXPERIENCE REQUIRED</b> <ul style="list-style-type: none"><li>• 3-5 years of sales experience</li><li>• Successful track record in handling channel partners</li><li>• Aggressive sales management with a strong record of exceeding sales targets</li><li>• Ideally experience in working with banks for customer financing of products</li><li>• Displays strong, clear communication skills</li><li>• A real self-starter, able to take initiative and operate independently of regular coaching</li><li>• A strong leader able to motivate and lead the distribution team to success</li><li>• Can present himself / herself well and properly represent the company</li><li>• Solid technical understanding, ideally engineering degree</li><li>• Master's degree is preferred</li></ul>	