

**Job Title: Vice President of Sales and Marketing – Final Mile, Warehouse & Freight Brokerage**

**Location:** Charlotte, NC or Raleigh / Durham, NC

**Job Type:** Full-Time

**Reports To:** Chief Executive Officer (CEO)

**Job Overview:**

As the Vice President of Sales and Marketing for our final mile, warehouse and freight brokerage division, you will be responsible for shaping and executing strategies that drive growth, enhance market presence, and maximize profitability. This role requires an accomplished leader with deep expertise in sales, marketing, and logistics, particularly in the final mile, warehousing, drayage and freight brokerage sectors. You will work closely with the executive team to align sales and marketing efforts with our strategic objectives and operational capabilities. Customer base is made up of major national 3PL accounts, forwarders and direct NVOOC customers

**Key Responsibilities:**

**Strategic Leadership:**

- Develop and execute a strategic sales and marketing plan tailored to the final mile, warehousing, drayage and freight brokerage markets.
- Assess market conditions, customer needs, and competitive dynamics to inform strategy and drive business development.
- Collaborate with senior leadership to ensure alignment of sales and marketing strategies with overall company goals and objectives.

**Sales Management:**

- Drive the development and implementation of sales strategies to capture new business opportunities and grow existing accounts.
- Establish and maintain strong relationships with key clients and partners to drive customer acquisition and retention.
- In time, lead, mentor, and manage a high-performing sales team, setting clear objectives and performance metrics.

**Marketing Oversight:**

- Oversee the creation and execution of marketing initiatives across digital, social media, and traditional channels.
- Enhance brand presence and market positioning through targeted campaigns and strategic partnerships.
- Monitor, analyze, and optimize marketing campaign performance to ensure effectiveness and ROI.

**Customer Relationship Management:**

- Build and nurture relationships with key stakeholders, including clients, industry partners, and vendors.
- Develop and implement programs to enhance customer satisfaction and loyalty.
- Address and resolve complex customer issues with a focus on providing effective solutions and maintaining strong relationships.

**Operational Collaboration:**

- Work closely with operations and logistics teams to ensure that sales strategies align with operational capabilities and service standards.
- Identify and address opportunities for process improvements and efficiencies in the sales and marketing functions.
- Ensure that sales and marketing initiatives are supported by the necessary resources and infrastructure.

**Financial Management:**

- Develop and manage the sales and marketing budget, ensuring cost-effective resource allocation and alignment with financial targets.
- Provide regular reports on sales and marketing performance, including financial forecasts and key performance metrics.

**Qualifications:**

- Bachelor's degree in business administration, Marketing, Logistics, or a related field.
- Minimum of 10 years of experience in sales and marketing roles, with at least 5 years in a senior leadership capacity within the logistics or industry.
- Proven experience in final mile, warehousing and freight brokerage is highly desirable.
- Strong knowledge of sales processes, marketing strategies, and logistics operations.
- Exceptional leadership, communication, and interpersonal skills.
- Demonstrated ability to develop and execute strategic plans and achieve business growth.
- Proficient in market analysis, financial metrics, and performance management.
- Ability to thrive in a fast-paced, dynamic environment and effectively manage multiple priorities.

**Benefits:**

- Competitive salary and performance-based bonuses
- Comprehensive health, dental, and vision insurance

- Paid time off and holidays
  - Professional development opportunities
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