

WOOD  STONE



**VICE PRESIDENT  
OF GLOBAL SALES**

**BELLINGHAM, WA**

 **GilmanPartners**  
EXECUTIVE SEARCH | TALENT ACQUISITION  
LEADERSHIP DEVELOPMENT

## ABOUT THE COMPANY

Based in Bellingham, Washington outside Seattle, Wood Stone Corporation has been manufacturing stone hearth and specialty commercial cooking equipment for the foodservice industry for over 30 years. With more than 18,000 installations in over 80 countries worldwide, Wood Stone products are relied upon for its technologically advanced ceramics, engineering expertise, high-quality construction techniques and attention to detail.

Wood Stone also designs, engineers, and manufactures a line of specialty commercial cooking equipment in addition to their traditional oven offerings. Key customers include Chipotle, Blaze Pizza, MOD Pizza, and others. Approximately 35% of their sales are with restaurant chains, and the balance to independent restaurants, colleges, hospitality, healthcare, and some residential.

- *Are you interested in leading the sales strategy for a growing foodservice equipment business headquartered in the Seattle area with the option to work remotely with travel?*
- *Are you a metrics-driven sales leader passionate about scaling a business?*
- *Would you appreciate seeing your products whenever you visit Chipotle, MOD Pizza, or other independent restaurants, colleges, or hospitals?*



## THE OPPORTUNITY

- Join an employee-owned, preferred provider in the stone hearth oven industry. Wood Stone is a subsidiary of Henny Penny, a global leader in designing, developing, and manufacturing premium commercial foodservice equipment.
- Embrace a culture that values integrity, respect, humility, and innovation.
- Enhance company value by achieving established goals and realize attractive financial upside.
- Be a part of the Leadership Team reporting to the President/CEO with the opportunity to collaborate with the rest of the Executive team to propel the business forward.
- Be a leader in building relationships at all levels of the company to foster credibility and influence to create change.
- Model the way as a Servant Leader exhibiting both empathy and decisiveness.





## WHAT YOU'LL BE DOING

The position, VP of Global Sales reports to the President & CEO as part of the Wood Stone Leadership Team and is responsible for providing strategic leadership and direction to a team of 10 sales professionals (external & internal) and a Technical Services teams.

- **Strategic Business and Organizational Leadership**
  - Lead strategic and profitable new revenue generation and customer retention efforts.
  - Determine the long- and short-term goals and direction for the sales and technical services teams based on overall organizational strategy.
  - Drive and communicate sales and company strategies across the organization to bring the teams together to jointly enhance sales performance.
  - Develop and deliver an effective sales team business plan, including accurate revenue and profit forecasts and retention and ongoing support of existing customers.
  - Guide the outside and inside sales teams to achieve revenue and strategic goals.
- **Operational Excellence**
  - Translate company and departmental sales objectives into successful sales programs, initiatives and outcomes.
  - Scale sales capabilities, processes, and practices for growth.
  - Preserve and grow high-level strategic customer and partner relationships.
  - Manage a budget as well as develop annual financial sales, sales projections, and sales operations plans to achieve goals and financial business plan to meet or exceed monthly, quarterly, and annual sales goals and expense control objectives.
  - Maintain accurate existing and potential customer records of all sales and prospecting activities including sales calls, presentations, quotes, and other key metrics within the channel and rep partner lists. Help develop a more formal CRM system going forward.
  - Generate monthly unit sales forecast of all key products to feed the company's S&OP process.
  - Glean insights and maintain awareness of market needs, as well as industry trends to optimize market position. Identify competitive threats and develop effective countermeasures.
  - Develop and maintain key contacts and business relationships with members of the marketplace community, including influential individuals and professional organizations.
  - Attract, recruit, and retain top representation. Know the US and International channels of distribution and association partners, understand their needs; and build and use relationships in the network to drive sales and revenue.
  - Define measurable expectations of each role in your organization and our representation. At least annually, evaluate performance against expectations.





## WHAT YOU'LL BE DOING (CONTINUED)

- **Executive Leadership Team and Sales Team**
  - Actively participate in the Leadership Team's development and execution of strategies to grow the business and exceed customer expectations.
  - Represent the customer perspective in critical strategies and decisions.
  - Collaborate with the members of the Leadership Team and other key leaders/employee-owners.
  - Ensure the skills of our sales professionals (staff and sales representation) are in alignment with the demands of the marketplace and company sales objectives, including product knowledge, key process knowledge, knowledge of the competition, sales techniques, relationship-building, making effective sales presentations, and negotiation skills.
  - Build, motivate, and lead a high-performance sales and technical services team.
- **Respect the Culture - but Lead Change**
  - Provide leadership and management to the sales and technical services organizations aligned with Wood Stone's brand promise and core values.
  - Drive the business forward and lead change management while respecting Wood Stone's core values and unique culture.

## THE KEY REQUIREMENTS

- Bachelor's degree or equivalent experience. MBA preferred.
- 10+ years of demonstrated successful sales experience, preferably in the food service equipment industry.
- 5+ years of proven sales management and leadership experience at an executive level.
- Excellent communicator (verbal/written), both internal and external. Strong ability to keep the organization informed and updated on key sales activities.
- Strong leadership and team-building skills.
- A natural collaborator who can easily work in a team environment and across the organization to achieve group and organizational goals.
- Strong presentation and negotiation skills.
- Ability to influence and network effectively both internally and externally.
- Competent business and financial acumen, including prior experience managing budgets.
- Demonstrated success in mentoring, coaching, and performance management.
- Proven ability to drive and implement positive change – a natural in simplifying to move forward.
- Agile, resourceful, decisive, and able to set and execute priorities.
- Analytical, strategic, data-driven, visionary with organizational savvy.
- Ability to travel 50% to 60% of the time.



## KEY PERSONAL ATTRIBUTES

- Humility, integrity, steward, and respectful Servant Leader
- Takes initiative, not afraid of risk
- Authentic leader who leads from the front and is okay with being vulnerable
- Strong listener, responsive, and inspiring leader

## THE PAYOFF

- Build on a solid foundation of success and help lead the company into its next phase of growth.
- Strengthen the Sales team and build lasting and profitable relationships with clients and external business partners.
- Receive a compensation package that includes a competitive base salary, meaningful performance-based annual bonus, and ownership in an employee-owned company.





## LEARN MORE & APPLY

This executive search is being led by **Michele Plessinger and Chuck Aardema**. Use the contact information below to reach out via email with any questions. Please reference the position title and organization in the email header. [\*\*APPLY ONLINE.\*\*](#)



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