

# salvagnini



## REGIONAL SALES DIRECTOR

### WEST COAST

## ABOUT THE COMPANY

Salvagnini was founded in 1963 in Milan, Italy and for more than sixty years, Salvagnini has been designing, producing, and selling flexible systems for sheet metal processing. Their panel benders, punching machines, press-brakes, fiber laser cutting machines, FMS lines, automatic store-towers, and software have found applications in a wide range of industries including lighting, vending machines, doors, automotive, home appliances, HVAC, agricultural equipment, and many more.

Guido Salvagnini invented the panel bender in 1977, and it continues to be a solution with proven reliability for a modern smart factory focused on automation. The company has grown to five production plants including four in Italy and one in Austria, and over 2,000 employees worldwide.

# Beyond Manufacturing

**salvagnini**

## THE OPPORTUNITY

- Are you a motivated and results oriented sales leader eager to make a significant impact in a dynamic environment with high quality products?
- Are you interested in a role that will develop and execute a regional sales strategy that supports growth and prioritizes customer service and quality?
- Are you motivated and energized by identifying and penetrating new clients to offer B2B solutions, enhancing and expanding customer relationships, and achieving sales targets?



## WHAT YOU'LL BE DOING

Due to continued growth, Salvagnini is adding a Regional Sales Director - West Coast - to their team. Reporting to the VP of Sales, the Regional Sales Director – West Coast will be responsible for maximizing business results towards the achievement of team and company objectives, while maintaining alignment with company vision and enterprise objectives. This role will manage a team of Regional Sales Managers (RSMs) and independent agents and drive new business through leading prospecting and soliciting activities, having face-to-face sales meetings, building relationships, presenting recommendations for supply chain improvements, and closing sales. This role plays a crucial role in ensuring successful customer implementation and ongoing satisfaction. This role includes the following responsibilities:

### STRATEGY DEVELOPMENT & EXECUTION

- Develop and execute a comprehensive regional sales and business development strategy that supports company growth goals including identifying and prioritizing key markets and customer segments within your region.
- Lead regional market research efforts to understand customer needs, industry trends, competitor positioning, and opportunities for growth and provide insights to support strategic planning and sales execution.

### PROSPECTING & PIPELINE GROWTH

- Proactively identify, qualify, and develop new business opportunities to expand market presence and engage with potential customers and strategic accounts to drive growth and win new business.
- Build and maintain strong relationships with key accounts and prospects within the region and ensure exceptional customer experience by understanding customer requirements and delivering solutions that create value and loyalty.
- Develop and manage a robust sales pipeline to meet or exceed sales targets, ensuring accurate and timely forecasting through the company CRM software, reporting, and analysis of regional performance.
- Assist the RSMs in preparing and executing negotiation strategies, leveraging pricing, contractual terms, and technical solutions to secure orders.
- Suggest marketing campaigns and promotional events to increase the pipeline and ultimately grow sales in the region.



# WHAT YOU'LL BE DOING CONTINUED

## OPERATIONAL SUPPORT

- Lead, motivate, and manage a team of RSMs and independent agents, setting clear sales targets and KPIs and providing coaching, guidance, and mentorship while promoting a culture of performance, accountability, and continuous improvement.
- Evaluate, manage, and support agents, including recruiting, onboarding, and contract management as needed, ensuring they align with company objectives.
- Participate in the hiring, onboarding, performance management, and, when necessary, transition of RSMs and independent agents while ensuring fair and consistent application of company policies and practices.

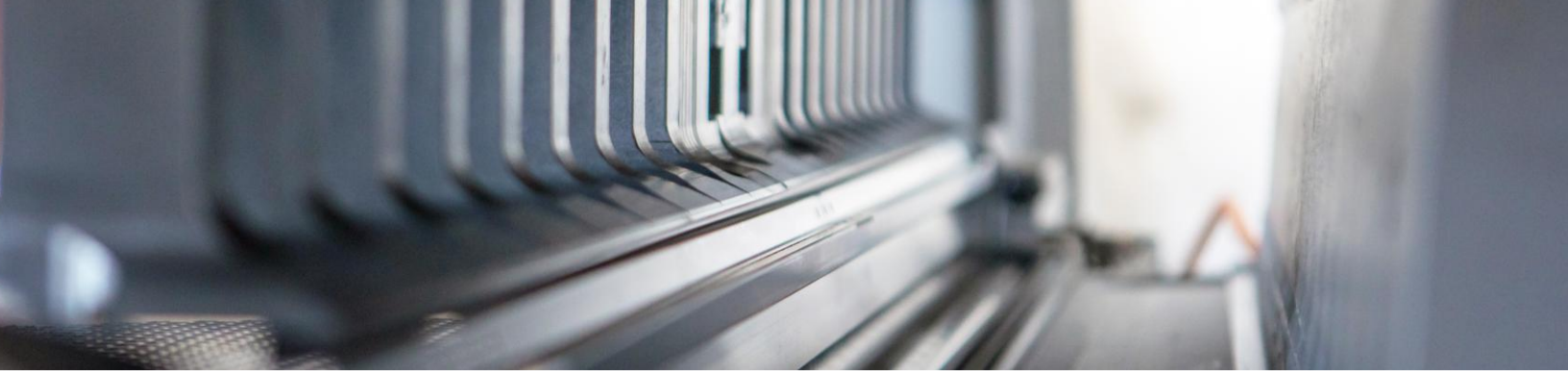
## COLLABORATION & CROSS-FUNCTIONAL INTEGRATION

- Work closely with Marketing, Applications, Project Management, and Customer Service teams to ensure alignment and deliver an integrated approach to customer acquisition and retention.

## SALES REPORTING & ANALYSIS

- Ensure regional adoption and effective use of CRM and CPQ tools to maintain accurate records, support decision-making, and drive data-driven sales management.
- Collaborate with senior management to define the regional sales budget and targets. Provide regular updates and adjust plans as necessary to achieve objectives.
- Track regional sales performance against goals and KPIs. Provide regular reports for senior leadership and recommend actions to address gaps or capitalize on opportunities.





## IDEAL CANDIDATE QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree preferred
- A minimum of 7 years' experience in sales management, preferably in the automation industry or other associated manufacturing industries with demonstrated career progression.
- Experience developing and leading a regional sales and business development strategy which identifies and prioritizes key markets and customer segments.
- A proven record of achieving sales targets and driving revenue growth in relationship-based solution B2B sales.
- Previous experience accurately forecasting and reporting on territory/account activity.
- Proficient in CRM software and sales management tools.
- Ability to travel up to 50% across the United States and internationally.

## KEY PERSONAL ATTRIBUTES

- Strong work ethic and self-motivation.
- Excellent critical thinking and problem solving.
- Successful track record of collaborating with key stakeholders resulting in high internal and external customer satisfaction.
- Excellent analytical and presentation skills along with verbal and written communication skills.
- Independent professional with commitment to executional excellence and ability to meet and exceed sales goals.
- Excellent relationship building skills with an ability to communicate and work effectively with a variety of internal and external stakeholders
- Impeccable integrity and executive presence with humility and deep emotional intelligence
- Exceptionally clear communicator and listener
- High energy with an urgency to create value
- Driven for results

## THE PAYOFF

- Collaborate with a talented and enthusiastic leadership team.
- Watch your efforts have a positive impact on the company's growth and success.
- Receive a competitive base salary plus bonus and incentive compensation as well as a full benefits package.
- Be positioned for future leadership and executive roles within the company.

Please visit [\*\*Gilman Partners' website\*\*](#) to apply.



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