



INTERNATIONAL SALES MANAGER Hong Kong

D.light Design (www.dlightdesign.com) is seeking an experienced International Sales Manager to create an international sales and distribution network capable of reaching deep rural and semi-urban markets in countries with limited availability of electricity. The manager will find, appoint, and manage distributors who can widely and deeply penetrate D.light's products in their markets. The candidate will report directly to and work closely with the President of D.light in D.light's Hong Kong office as the company sets out to build a new international brand.

To be considered an ideal candidate, you should be an extremely competent and motivated sales manager who has partnered with international distributors throughout Africa and Asia. You should have experience selling products catering to low and middle income rural and semi-urban consumers (consumer durables or agricultural products). You have worked with limited resources, in fast-paced and energetic environments, and are ready to challenge yourself to build up an international enterprise.

You have a successful track record and at least 5-10 years experience identifying and building lasting relationships with international distributors. You have executed multi-country product sales outside China. You are extremely entrepreneurial and creative in acquiring partners and leveraging resources. You are driven to succeed and willing to travel extensively and work long hours to propel D.light. You are also strongly motivated by the opportunity to improve the lives of millions of families with high hopes but little income.

Responsibilities

This position is based in Hong Kong and will have the following responsibilities:

Strategic Planning

- Work with President and CEO to define and execute on international expansion plan
- Prioritize markets and determine market entry strategy for new countries and regions

Find Partners

- Engage a range of distribution partners, including multi-national corporations, regional distributors, microfinance organizations, non-governmental organizations, and government bodies
- Promote D.light products to distributors through PR, trade shows and other events
- Actively seek partners in key markets, look for consumer trends and market feedback to anticipate new market and partner opportunities

Appoint Distributors

- Create and execute on a process for distributor assessment and appointment
- Coordinate market tests for new products to determine international sales forecasts
- Achieve mutually agreed and aggressive sales targets for new and existing product lines

Manage Distribution

- Develop and implement product pricing, sales promotions and retail channel incentives to retain and grow key accounts
- Track distributor performance against leading indicators, continually reevaluating partnerships

- Provide distributors with company marketing materials, branding guidelines, and other sales support

Report Progress

- Report sales P/L, forecasts, and budgets to provide high-level picture of international sales on a regular basis
- Set aggressive targets and devise concrete plans to achieve them on both an international and individual market level

Qualifications

- Minimum 5 years sales experience with African and Asian distributors
- 5-10+ years experience identifying/building partnerships with international distributors
- Excellent communicator able to sell new products to new partners in new markets
- Highly energetic self-starter, able to think outside the box and work independently
- Comfortable with and excited to work in a startup environment
- Passionate about providing families high quality light & power

Compensation

Compensation is commensurate with experience level.

How to Apply

Interested parties should send a resume, statement of interest and current and expected compensation to hr-china@dlightdesign.com, with the subject heading "International Sales Manager".

About D.light

D.light Design is a fast-growing international consumer products company serving people without access to reliable electricity. Our mission is to enable households without reliable electricity to attain the same quality of life as those with electricity. We will begin by replacing every kerosene lantern with clean, safe and bright light. By 2020, we aim to have improved the lives of 100 million individuals.

D.light was recently named as one of the world's top 100 clean technology enterprises by the CleanTech Group, and has been featured in Fortune Magazine, Time Magazine, BusinessWeek, and the New York Times. It is financed by prestigious venture capital firms including Nexus India Capital, Draper Fisher Jurvetson, Garage Technology Ventures, the Mahindra Group; with investment from leading social enterprise funds, including the Acumen Fund and Gray Matters Capital.

To learn more, please visit www.dlightdesign.com.