

Job Description for Senior Sales & Marketing Executive

Company and Position

d.light design is looking to hire a Senior Sales & Marketing Executive who will report directly to the CEO. This position is an incredible opportunity to work with a high growth Silicon Valley social enterprise funded by both Silicon Valley and Indian investors including Mahindra & Mahindra, Draper Fisher Jurvetson, Acumen Fund, Nexus India Capital, Gray Matters Capital and Garage Technology Ventures. Our goal is simple – to eradicate kerosene lanterns from the face of the earth. To do this we will become the market leader in delivering safe and affordable lighting solutions to over 1.6 billion people who currently do not have access to electricity. In India we will provide better lighting to the 78 million families still using kerosene lanterns.

The candidate should be extremely entrepreneurial and excited by the opportunity to improve the lives of millions of Indian families. They must have a strong background in rural marketing and distribution with over seven years of sales and marketing experience in India, and a strong track record of building a sales team. They must be creative in acquiring partners and using resources and above all they must act with honesty and integrity. The candidate will be required to:

Lead

- Build and manage a sales force and distribution network capable of marketing and selling d.light design's full product line in both rural and peri-urban environments.
- Measure the sales teams progress against leading indicators

Sell

- Grow product sales for d.light design's first product and hit high volume targets in 18 months
- Engage a range of distribution partners, including multi-national corporations, regional distributors, non-governmental organizations, and government offices
- Assist in negotiating pricing, terms and conditions with distributors

Plan

- Forecast sales volumes, profit margins, and net profit and achieve clearly defined, mutually agreed upon revenue/gross profit targets
- Manage and meet marketing expense budgets

Innovate

- Develop and continuously evaluate/adjust promotional and advertising activities
- Deliver innovative business models, branding, and marketing approaches
- Work closely with d.light design's manufacturing and design officers to consistently improve our product line

Qualifications

- Masters Level Degree
- Strong direct and remote sales skills. Extremely comfortable dealing at senior levels. Must bring strong negotiating skills and ability to close.
- Intimate knowledge of rural India customers needs and at least seven years direct experience marketing and selling in rural and peri-urban India
- Knowledge and experience working with distributor networks in India
- Excellent communications skills: Must have experience crafting and presenting effective proposals, and bring strong demonstrations skills
- Responsible and resourceful manager who operates effectively without supervision from US Headquarters. This position requires travel.

Interviews

Interested parties should contact Sam Goldman at sam@dlightdesign.com and include their CV and a statement of interest. Either the CEO, Sam Goldman, or President, Ned Tozun, will be available in India following successful phone interviews.

Compensation

Compensation is commensurate with experience level. The Marketing and Sales position will be an integral part of our team and will have a competitive combination of salary and equity compensation.

**In 5 years, can you build a team and sell
over 5 million lights per year?**

