

West Coast Sales Director

Mo-Sys USA Inc
Permanent, Full-Time
Los Angeles, CA

About the Role:

Mo-Sys is a pioneering innovator and manufacturer of imaging technologies addressing four market segments: virtual production, remote production, camera tracking and camera robotics. Our product range includes virtual production systems, on-set visualization software, remote heads, motion control, and broadcast robotics.

We are searching for an experienced Sales Director, with the confidence to drive sales of our market leading virtual production and remote production solutions. Reporting directly to the Commercial Director, and working out of our office in LA, you will use a combination of your existing knowledge and relationships within the West Coast market, as well as proactive prospecting via social media channels and technical partnerships, to create a sales pipeline that will deliver the ambitious but very realistic growth that Mo-Sys is working towards.

We have worked with; the BBC, CNN, FOX, Sky, ESPN and The Weather Channel, as well as films and TV programs including Gravity, Life of Pi, Birdman, Shape of Water, House of Cards and Stranger Things, and live events such as NFL, Red Bull AirRace and The Brit Awards. It is imperative that we continue to develop and expand into new markets, while remaining loyal to our creative, innovative, and passionate company culture. Our top selling legacy products, and yet to launch products, combined represent a huge opportunity for the company to expand at between 20% to 40% per year.

What You'll Do:

Your goal will be to achieve and exceed targeted sales quota. You will develop and maintain strong relationships with key accounts in the region, whilst find and then drive predominantly new business. You will have a strong presence at trade shows and industry events and be comfortable creating your own pop-up events. You will engage with professional bodies and societies and will be actively promoting the company and its customers on various social media platforms. You will aim to regularly meet with prospects, customers, dealers, technical partners, and integrators as part of the sales process.

Within the first three months, you will:

- Complete our product/solutions training and be able to deliver a strong pitch to prospects.
- Identify a list of targeted and new accounts, set out a plan of action to penetrate all levels of each prospect's organization.
- Close your first deal.

- Establish strong working relationship with our existing clients to ensure zero customer turnover.
- Establish yourself as a credible sales consultant for virtual production.

Within the first six months, you will:

- Prepare, develop, schedule and execute a sales action plan.
- Provide a marketing requirements plan to the Commercial Director, that will help drive the delivery of the sales plan.
- Provide accurate forecasting to the Commercial Director and voice obstacles in quota achievement.
- Provide regular market and competitor intelligence, to ensure products and services offered match requirements and deliver clear differentiation.

What We're Looking For:

- Relevant industry experience and subsequent knowledge of virtual production, VFX workflows, traditional production, post-production compositing, Unreal Engine, and broadcast graphics.
- The ability and confidence to passionately present compelling sales content both virtually and in person.
- Proven record of achieving sales targets and meeting company goals.
- A level of technology competence and understanding that inspires confidence in your ability in the minds of prospects and customers.
- Understanding customer's needs in order to correctly position Mo-Sys solutions in a consultative manner.
- High-level negotiation skills, combined with the resilience and tenacity to persevere in the face of adversity.
- You must be willing to travel as required for the job, be self-sufficient, and able to work independently, often without any direct supervision.
- Ability to work well under pressure, tolerate stress and maintain a high level of work quality, integrity & effective communication.
- You will be curious about technology, with an ability to retain and relay specific information to both technical and non-technical individuals.
- Knowledge of the A/V market (enterprise, live events, sports, e-sports) is beneficial.
- A proven ability to lead a small sales team is an advantage.

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post. Job descriptions should be regularly reviewed to ensure they are an accurate representation of the post. (12/17/2022).