

Job title	US Head of Sales	Reporting to	President – USA
Location	CASCO Chino, CA	Position type	Permanent / Full-time
Direct Reports	US Sales Team		
The Company			
<p>For over 25 years, CASCO Pet has been at the forefront of a dynamic evolution in pet wellness. More than just an industry participant, we are a leader, consistently pushing boundaries and setting benchmarks for excellence in the Pet Retail and Veterinary industries. At the heart of our ethos lies the belief that innovation is not just a process but a philosophy.</p> <p>Our mission, “Innovating Pet Wellness”, is not a mere statement. It encapsulates our relentless drive to innovate and create ground-breaking solutions. Our vision extends beyond any sole product; it’s about the transformative change we seek to bring to the entire pet and vet care landscape.</p> <p>We are not just here to be part of the industry; we are here to redefine it. Join us on our journey to reshape the world of pet wellness.</p> <p>CASCO Pet’s Head Office is based in the UK, with offices across Europe, USA, and Australia.</p>			
Job Description			
<p>This instrumental role within this global organization is an inspiring and motivational opportunity to make a real difference within CASCO Pet across our sales teams and customers now and into the future. In understanding the need to continue our growth trajectory and keep pace with the ever-unfolding developments in pet retail and the veterinary sector, an individual who understands our strategic path and can interpret this into routine goals and objectives to ensure the business direction stays on track and within the specified timeframe is vital to ongoing future commercial success.</p> <p>Central to this role will be continuously seeking improvements in all areas of our business development activities with responsibility for management of the US sales operations. In addition, capitalizing on new product development opportunities through working alongside our pet and veterinary customer base to develop a deeper understanding of their requirements, and steering these towards new product design, and cultivating opportunities for expansion of products outside of our current range, is fundamental to this position.</p>			
Key accountabilities - main areas of responsibility			
<p>Responsibility for the Sales Strategy for Pet, Veterinary and Consumer Sales. To lead and manage Sales activity within the assigned territories of the US, Canada, Mexico and Australia.</p> <ul style="list-style-type: none">• Define and execute CASCO’s US and North American Sales Strategy; define strategic direction, set category targets, sales revenue, and overarching sales initiatives to meet objectives set out in the company’s Business Plan.• Manage the sales reporting across your team and run and direct the monthly sales meetings.• Execute regional Sales Plans, through the direct management of the Sales team within the assigned territories, to ensure they hit/exceed the annual sales targets set.• Lead sales and client-relationship management, tracking new markets and emerging trends capitalising on new product development opportunities and steering new product design development for expansion of products outside current range.			

<ul style="list-style-type: none"> • Manage veterinary distribution partnerships across North American and Australian sales markets, leveraging 3rd party sales teams to drive business and attain sales targets. • Propose and develop new strategic partnerships, write proposals and plans, and guide long-term objectives to meet business needs and requirements. • Build and maintain strong, long-lasting relationships with key customers to understand how CASCO can assist them in meeting their business needs and objectives. • Set and deliver annual sales budgets and the regular dynamic forecast. • Understand category specific landscapes and trends and the impact they have on the business. • Share input to aid the development of our global business CRM system (Salesforce). • Develop, mentor and manage direct reports with clear and defined objectives and consistent tracking in the company's performance management system. • Work closely with Marketing Director/Marketing Manager to ensure alignment of objectives and plans as defined in the overarching global Strategy. • Attend industry trade shows with the objective of securing new business leads and opportunities. 	
Contacts - External	Contacts - Internal
<ul style="list-style-type: none"> • Customers • Suppliers • Contractors 	<ul style="list-style-type: none"> • All departments • CASCO Pet Entities in Portugal, UK, Germany and Australia
Role Related Expertise required	
Qualifications/Experience	
<ul style="list-style-type: none"> • Educated to degree level with related work experience in sales • Experience in a role managing a dynamic sales team • Experience in the Pet / Veterinary sector would be an advantage 	
Required Skills	
<ul style="list-style-type: none"> • Commercial leadership skills • Financial management awareness • A very high level of commercial acumen • Intellect (academic achievement) • Capability to implement change and drive improvement • Ability to build, develop, lead and motivate a team • Strong analytical and solutions focus • Highly motivated, excellent communicator • Strong organization and administration skills • Ability to work under intense pressure to within fixed timelines • Customer focused • Capacity to undertake international travel as required 	
Benefits / Incentives	
<ul style="list-style-type: none"> • Competitive salary • Sales target bonus up to 20% of base • 15 days holiday per annum • Health & Dental Insurance to include company contribution for employee and dependents • 401(k) to include up to 4% company safe harbor match • Company profit share bonus subject to the business achieving annual target • On-site parking • Bring your pet to work 	