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Confidential Position Overview

ASLON is conducting a search for the Vice President of Sales for the industry's leading manufacturer of quality portable propane infra-red heaters. The Company also manufactures and sells wall mounted propane and natural gas, forced air propane and kerosene, garage, and a full line of indirect heaters. The new Vice President of Sales will be based in their headquarters in Cleveland, Ohio and play an active role in strategic decision making for the senior leadership team.

COMPANY Our client has been manufacturing heaters for over 40 years and has the manufacturing, engineering, and marketing expertise to assist its customers with a variety of heating needs, from warehouses, factories, loading docks and auto repair shops to farm buildings. Products range from small heaters designed for the recreational market to large heaters offered to the Rental and Construction (R/C) trade.

OPPORTUNITY The Company has seen significant revenue growth in recent years with the launch of successful new products enabling them to penetrate deeper as a niche player in the portable heater market. They have also increased profits through the protection of their proprietary products and the strengthening of lower cost manufacturing and sourcing in Asia. The new Vice President of Sales will be challenged to continue this growth trend by providing leadership and coordinating all sales activities to achieve profitable sales and increased market share.

RESPONSIBILITY The Vice President of Sales will report to the President/COO and will champion strategic plans, annual goals and budgets for each sales team, including identifying and pursuing new markets and customers, both domestically and internationally. This position will have the responsibility of building relationships with key decision makers at targeted customers and also interface with the marketing and engineering departments to bring new, innovative products to market.

QUALIFICATIONS The ideal candidate for this senior level executive position will have a minimum of 10 to 15 years of relevant experience with a proven track record of leadership and generation of profitable sales. A strong understanding of customer and market dynamics from the retail industry is highly preferred in order to insure penetration at target accounts. Previous training at a well regarded manufacturing company would be preferred. A BS in an applicable business concentration is required for this position with an MBA preferred. An attractive compensation package of base salary and bonus will be offered to the final candidate plus eligibility for long term incentives. Relocation is also available if appropriate.

ASLON (www.aslongroup.com) is a leading integrity-based retained search firm focused on identifying, assessing and delivering world class leaders.