



ASLON Group, LLC
8401 Chagrin Road, Suite 20B
Cleveland, OH 44023
(O) 440-543-0334, (F) 440-543-0314
www.aslongroup.com

Confidential Position Overview

ASLON is conducting a search for the Vice President of Household Sales for a company that manufactures and markets high quality blending and mixing products.

COMPANY Our client has been in business for 90 years and remains family owned and operated. Every product they sell is manufactured here in the United States and then distributed worldwide in more than 80 countries. They continue to win awards for product innovation and are known as a leader in the direct marketing industry. They have proven to be recession-proof of late with revenue up by more than 10% in 2009 and by more than 50% so far in 2010. This success can be attributed mostly to the significant growth of their commercial division, where they have gained an exclusive presence in many “quick-serve” restaurants.

OPPORTUNITY The new Vice President of Household Sales will play an influential role in this company and have the opportunity to work with talented sales and marketing professionals to champion the team through a paradigm shift in sales methodology. This includes leading and managing Head of National Dealer Accounts, Head of Sales Ops and National Sales Manager. The successful candidate will be a member of the senior management team executing on its vision to be the best blending equipment company in the world. The combination of increased attention on healthier living, the surge of “foodies” in the marketplace, and skyrocketing sales in the commercial division mean our client now stands ready to capitalize on their brand and grow retail sales for the Household Division. Their solid company reputation, combined with a product that can help achieve a healthy lifestyle, provide for a robust sales environment.

RESPONSIBILITY The Vice President of Household Sales will report directly to the Vice President of Sales and Marketing, which is the number two leadership position at Vitamix. He/she will provide the overall leadership, direction and responsibility for the Household Sales Organization. This person will be responsible for the vision, direction, coordination and evaluation of the Dealer and Household teams and oversee the hiring, development and retention of these teams. He/she will be responsible for the execution of the consultative selling model that seeks to communicate the emotional benefits of the product to the consumer and value creation to dealers and distributors. This position will also work directly with Marketing to collaborate on marketing programs to support sales in channels of responsibility.

QUALIFICATIONS The selected candidate for this position will have 12 - 15 years of sales experience with a proven track record of sales leadership and the generation of profitable sales. He/she will have a strong managerial understanding of the direct sales model combined with experience developing dealer and representative groups. This individual will know the retail industry from a product and category management perspective. Success with national or key accounts is a must. The person who is savvy creating and negotiating contracts will have a definite advantage. A Bachelors degree in Business or a related field will be required for this position with an advanced degree preferred. An attractive package of base salary plus bonus will be offered to the successful candidate. Eligibility for the long term incentive plan for senior management will also be part of the package.

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