

# Leaders

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# SUREXX

**OPPORTUNITY PROFILE**  
**Vice President of Sales**



Benefits to working with SUREWx

Over **100,000** pilots use our system

We **guide you** when winter and weather seems too complicated and time consuming  
We **secure** your take off.

We **Reduce** your workload

We **increase** efficiency

## About Our Client

SureWx Inc. is a unique company looking for an exceptional person to continue to expand their position as the global leader in winter flight operations solutions for airlines and airports. Despite their modest size, SureWx is a quiet powerhouse within the aviation industry. Most of the world's largest airlines trust SureWx to provide solutions that no one else can. SureWx personnel possess vast experience and expertise in winter flight operations and the science of weather. The company operates a global network of weather sensors which support their unique services and is well positioned with federal regulators and major airlines in North America and Europe.

SureWx is committed to developing, producing, and delivering aviation-grade, mission critical solutions that consistently meet its customers' needs and requirements. SureWx's products and services allow our customers to significantly boost operational performance, simplify decision making, reduce workloads and improve safety.

## The Role: Vice President of Sales

The Vice President of Sales is a member of the leadership team and reports to the CEO. The VP of Sales will provide senior leadership and direction to the Sales team and bring a proven track record demonstrating the ability to create value for an organization and its clients.



The successful candidate will be a hands-on sales leader, and have day-to-day responsibility for leading new sales, overseeing all bid/RFP submissions and maintaining excellent longstanding relationships with existing and potential customers. He/she will also have a strong understanding of sales operations and will work in close collaboration with the CEO to ensure optimum effectiveness of the business.

The VP Sales will ideally understand the regulatory and compliance landscape of the aviation industry.

A strategic thinker, the incumbent will also help assess and develop the company's current strategy, processes, systems, policies and procedures and make recommendations for continuous improvement.

Finally, the successful candidate will be responsible for all sales initiatives in line with growing margins and market share and building corporate value. The VP Sales will need to possess strong leadership skills, sales acumen and customer relationship management experience to ensure continued success for the company.

Reporting to the CEO, the VP Sales will be a pivotal member of SureWx's executive team, responsible for developing and executing the sales strategy to achieve revenue targets and drive sustainable growth. The candidate will oversee and mentor a team of sales representatives and subject matter experts while collaborating closely with other departments to ensure a unified and customer-centric approach.

**Since SureWx's airline and airport customer base is distributed across North America, Europe and parts of Asia, this position is remote and requires travel.**



## Role and Key Responsibilities

**The VP, Sales will be responsible for the following duties and scope of activities:**

- Primary responsibility to work with the CEO to lead, manage and grow the SureWx's sales team to meet profit expectations and achieve continual customer growth.
- Lead and mentor the current sales team by clearly defining objectives and working with each team member to maximize their success.
- Develop and execute plans for sales team evolution to meet the growth and performance aspirations of the business.
- Full responsibility for SureWx's global sales and revenue performance through a disciplined and professional sales management approach.
- Provide leadership, guidance and direction to the sales team for all customer opportunities, including pricing approval, bid/RFP approvals and submissions.
- Drive, develop, and implement plans for cultivating deep understanding of customer organizations and maintaining exceptional customer relationships, from executive sponsors to operational owners.
- Manage the Sales Team in a highly collaborative and efficient manner with an emphasis on maximizing customer satisfaction and assuring long-term customer loyalty.
- Maintain business standards for highly ethical conduct, performance and promote a culture of collaboration both internally and with customers.
- Gain respect of clients and employees through sound ethical leadership and business judgment.



## Core Competencies

- **Sales Strategy:** Develop and implement a comprehensive sales strategy that aligns with the company's goals and objectives. Provide executive level leadership and vision for the organization through the development of short- and long-term strategic sales and marketing plans.
- **Team Leadership:** Lead, mentor, and inspire a high-performing sales team, providing guidance and support to sales staff and promote a team culture of excellence in customer satisfaction, quality, efficiency and teamwork.
- **Team Development:** Develop and execute plans for sales team evolution to meet the growth and performance aspirations of the business.
- **Revenue Ownership:** Own full responsibility for delivering on revenue goals. Drive revenue growth by identifying new business opportunities, expanding and strengthening existing client relationships, and optimizing sales processes.
- **Customer Engagement:** Build and maintain strategic relationships with complex enterprise customers, understanding their needs and ensuring exceptional service delivery. Maintain exceptional relationships with key customer leaders.
- **Represent the company** at industry events and conferences and participate in industry-related associations.
- **Sales Pipeline:** Manage the company's sales pipeline and ensure the effective tracking and reporting of upcoming opportunities and monitor, analyze and report on sales quoting activities, pricing, and sales performance.
- **Sales Performance:** Develop and analyze sales performance metrics/KPIs, providing insights and recommendations for continuous improvement. Leverage the company's data and analytics platform to improve competitiveness, business growth, and profitability.



- **Commercial Negotiation:** Working with legal counsel, negotiate advantageous commercial terms and conditions with customers that maximize profitability and minimize risk.
- **Cross-Functional Collaboration:** Collaborate with Operations, Marketing, and Customer Support teams to ensure a cohesive customer experience and product/service offerings.
- **Presentation & Reporting:** Prepare regular reports and present results to the CEO and occasionally the board of directors, detailing sales activities, results, sales forecast, and regular updates on strategic initiatives.

## Professional Qualifications & Experience

- 10+ years overall experience ideally in aviation or similar regulated industry.
- Professional sales experience in organizations and 7+ years of senior management experience leading a sales function.
- Experience selling complex technology-based solutions to large enterprise customers
- Proven track record for building strong, cohesive and disciplined teams focused on the strategic mission of the business.
- Team player and natural leader who thrives in front of the customer.
- Extensive experience with complex bids and RFP submissions for large enterprise customers.
- Must have the ability to understand the technical aspects of SureWx's products and services.
- Strong business and commercial acumen. Experience negotiating legal agreements such as license agreements and NDAs.
- Strong industry relationships through business dealings, customer relationships and industry associations. Exceptional work ethic and the commitment and tenacity to see things through.

## Key Success Factors

- **Positive Leadership Skills** – Entrepreneurial. Must have presence and personality – become the face of the company to the market. The candidate must possess the ability to inspire and motivate others through respect, integrity, enthusiasm, tact and the ability to formulate vision and direction. Promoting a positive workplace culture will combine with an ability to work effectively as part of a professional executive team.
- **Leading from the Front** – All leaders at SureWx are highly-skilled, hands-on executors as well as being managers. The successful candidate will be a hands-on salesperson, working with their team to drive sales on the front lines of the business.
- **Interpersonal and Communication Skills** – Become an integral member of the leadership team. Has an open, honest and consistent approach to working with others. Ability to communicate effectively at all levels, both informally and formally. Is an active listener and has excellent presentation and public speaking skills. Excellent marketing skills and enjoys interaction with clients.
- **Personal Management Skills** – Demonstrates self-confidence, interpersonal flexibility and perseverance. Manage heavy workloads and tight deadlines, analyze and assess and make appropriate recommendations both internally and externally. Has a proven track record of building sales teams and getting results.
- **Sound Judgement** – The ability to act quickly and decisively, using sound judgement – prone to action rather than reaction. Guided in their actions by solid business instincts, strong ethics, integrity and sound business judgment that comes from experience. The candidate must be committed to the organization and have complete confidence in their ability to become a respected and trusted member of the executive management team.

## Compensation

A competitive compensation package will be provided. Further details will be discussed in a personal interview.

## Express Your Enthusiasm

Please email a convincing cover letter and tailored resume (PDF or Word document only) to **John Dugdale** at [calgary@leadersinternational.com](mailto:calgary@leadersinternational.com) indicating the job title in the subject line of the email.

**Leaders International Executive Search**  
[www.leadersinternational.com](http://www.leadersinternational.com)