

# Sales Director (Regional)

## Job Description

The Sales Director (Regional) is an individual contributor role within Forward Security's Sales and Marketing domain, responsible for generation of new sales leads across all of Forward's practice domains in assigned regions, as well as process improvement and growth as related to sales.

Forward Security uses industry-leading processes and provides application, cloud, information, and user security services to medium sized businesses in the finance, health, utilities, and technology sectors.

At Forward Security, we foster a culture of collaboration, excellence, openness, community, and team work. We are passionate about security and aim to build a world-class team of likeminded individuals who share the same vision as we do.

## Responsibilities

- Drive sales activities ensuring annual sales targets in region(s) assigned, in-year revenue, profitability and client satisfaction commitments are met.
- Strategically navigate within a matrixed organization to influence successful growth and outcomes.
- Grow Forward's brand recognition in the marketplace by participating in conferences, events, panels and assisting with creation of promotional material including whitepapers.
- Lead multi-disciplinary teams in sales calls, sales process management, and pursuit of sales opportunities.
- Ensure accurate and timely sales reporting and management of key growth metrics.
- Work with the leadership team on service evolution strategy and be responsible for the execution of the strategy as related to sales and the development of sales materials and programs.
- Spearhead bid strategies and contribute to content creation for opportunity response (RFI, RFP etc.)
- Close collaboration with Service Delivery team members to ensure successful delivery for clients and creation of new high value services.

## Qualifications

- Bachelor's degree in Business or Commerce with focus on marketing or equivalent.
- A sustained record of Cybersecurity sales success and exceeding annual commitments.
- Proven ability to shape strategic market growth plans and drive effective execution.

- 5+ years of B2B and/or B2G consultative selling experience.
- Experience leading and informally developing high performance teams.
- Ability to think outside of the box to resolve roadblocks impacting the close of a sale
- Proven balance of business and financial acumen, and technical experience.
- Strong verbal and written communication experience in effectively presenting value propositions.
- Expert understanding of the cyber security market and the opportunity to help solve clients' risk problems.
- Experience presenting at all levels of client organizations and other public forums.
- Ability to speak, write and communicate clearly and effectively in fluent English
- Ability to obtain a Government of Canada security clearance of Level 1 (Enhanced Reliability Clearance - ERC).
- Flexibility for travel across Canada and Globally