VP Business Development

Advanced Powder Products, Inc. (APP) is a fast growing high technology company that specializes in the development and manufacturing of net shape metallic components using Metal Injection Molding (MIM), and 3-D powder metal printing technologies. Using our trademarked technologies – protoMIM® and printalloy®, APP is the first choice of many OEM’s when rapid development of new components is required. We manufacture components that make our client’s surgical devices, hand tools, firearms, and sporting goods function better.

APP offers some of the best benefits in the Central Pennsylvania Region. These include: paid vacation, sick time, paid holidays, medical, dental, vision, 401K with company match, profit sharing, long-term and short-term disability, and life and AD&D insurance.

[www.4-app.com](http://www.4-app.com)

Job Characteristics:
- Sense of Urgency for goal achievement
- Multiple, simultaneous projects
- Fast-paced environment
- Results focused
- Idea generation, innovative and creative problem solving
- Rapport and relationship building focused on achieving results
- Extroverted, persuasive, influential, collaborative

Job Responsibilities:
- Oversee and run all aspects of marketing and sales
- Oversee staff accountable for day-to-day delivery of services to the client
- Supervise development of proposals and customer pricing for proposals
- Implement and manage internet marketing strategy
- Identify, develop, and present short term and long term marketing strategy to accommodate APP’s growth and evolution
- Grow profitable sales by supporting new service development and market launches
- Grow current clients and gain more market share in current markets
- Develop market studies on various sales growth activities in both current and new industries
- Provide sales forecasts to the management team based on client, program, and industry to support annual budget production and implementation
- Ensure profitable growth working in collaboration with the VP Operations and the President
- Ensure that APP meets all legal, regulatory, and client expectations
- Negotiate long-term supplier agreements with clients
- Identify and prioritize marketing and sales activities
- Travel to key accounts and prospects to represent APP, understand client’s needs, and determine opportunities to enhance customer experience and gain more sales opportunities
- Develop complex sales approaches for each client
• Identify, attend, and determine ROI for tradeshows and other events
• Assess client satisfaction and improve system for ongoing satisfaction measurement
• Engage with the client in regular communication to bolster client trust and confidence in APP
• Design and build optimal organizational structure for marketing and customer communications
• Embrace and leverage APP’s small business designations for state and federal contracting
• Measure results and interact with client to assure that metrics are consistent with client expectations and that the levels of performance are excellent as viewed by the client

Requirements:
• Bachelors’ degree in Engineering, Business Management, Marketing or related discipline
• Advanced degree is preferred (MBA)
• Minimum of 10 years of experience as senior leader for a complex manufacturing operation
• Able to implement a systematic companywide customer communications and marketing strategy that will increase sales
• Exhibit behavior that enhance relationships with clients and prospects
• Application Engineering – print reading, tool design, design for manufacturing
• Use of CRM system