

POSITION DESCRIPTION

Position: VP of Marketing & Commercial Strategy

Reports to: SVP/CCO
FLSA Status: Exempt
Prepared by: Greg Tutill, SVP & CCO
Date: September 9, 2024

Summary:

The Vice President of Marketing & Commercial Strategy is part of the Global Sales & Marketing team with the role of developing commercial strategy by utilizing business analysis to inform the development of corporate marketing strategies and guide the measurement of progress of meeting corporate goals.

Key responsibilities includes (1) Develop commercial strategies using strategic analysis and develop field sales guidance for enhancing current products and the creation of new revenue streams; (2) management of business data to support corporate tactical activities and measurements; (3) ensuring that improvement of marketing report applications meet corporate needs and requirements; (4) manage assigned product development process and (5) monitor corporate financial systems to ensure effective management.

The candidate must be a team player with good analytical and communication skills capable of taking system information and formulating reports that clearly communicates with management and the sales and marketing team.

Essential Duties & Responsibilities:

- Develop, define and lead implementation of global marketing strategies to drive revenue growth of new and existing customers.
- Perform analysis and economic assessments in evaluating investment returns for contract renewals, ROF initiatives, and Capex return optimization. Maintain investment pipeline, and perform detailed deal analysis to support management investment decisions.
- Manage product/business development process, maximizing net revenues by leading negotiations of contract terms ensuring year-end revenue expectations are met and exceeded.
- Establish and develop marketing strategies, and customer presentations that differential SeaCube from the competition.
- Develop new contract strategies to create improved revenue streams through the identification of customer needs / lease patterns, global market trends / drivers, and competitor positioning.



Essential Duties & Responsibilities (cont'd):

- Support assessing container product and marketing productivity by developing customer marketing updates, product support materials, competitive reports and/or data and/or exhibits for customer and deal tracking/evaluation. This includes reporting on expiring leases, master lease service developments strategic accounts, depot inventory reports, monthly lease-out forecasts and lease quotation status reports.
- Coordinate with field sales representatives to compile monthly updates for production schedules, open bookings, expiring leases, and other information as needed for management reporting.
- Interact with corporate/business personnel to obtain and validate data and verify reporting and modeling methodologies.
- Design and implement processes and applications for E-commerce, leasing ESG product development, and financial management.
- Evaluate industry, sales and production trends and communicate results in a timely manner to enable the Company to respond in advance of such trends.
- Support Senior Managements with ad hoc reports and presentations.

Qualifications / Skills:

- Requires candidate to be a self-starter with the ability to work under pressure, meet deadlines and adapt to continually changing workflow. Must be able to work independently.
- Strong organizational, coordination, and follow-up skills along with the ability to prioritize workflow and work independently.
- Must be a team player who has strong analytical skills, detail-oriented.
- Must be able to communicate both verbally and written effectively with all levels of personnel.
- Advanced computer skills w/ Microsoft Office – Excel, Word, Access, Outlook required
- Experience in Salesforce.com preferred.
- Ability to develop and undertake additional responsibilities, as assigned.

Education / Experience:

- MBA Degree in Finance/Marketing is preferred.
- 15+ years of leasing or transportation experience