

C-THERM

Commercial Process Manager

Working closing with the Commercial Director, the Commercial Process Manager enables the sales team and improves customer success through a series of project-based and ongoing initiatives.

Who is C-Therm?

Headquartered in Fredericton, NB, C-Therm Technologies Ltd. is the global leader in non-destructive thermal conductivity analysis. Some of C-Therm's clients include NASA, 3M, Honeywell, DuPont, Siemens and the UK Department of Defense. Operating in a diverse range of industries from textiles to conductive polymers in over 60 countries, C-Therm's business truly spans the globe.

What will the Commercial Process Manager will do...

This is a management level role with its focus being to provide an overall "gel" to the sales team and their priorities on new opportunities, while providing better service / outreach to the existing client base and reporting & improving on key sales metrics.

Initial objectives will include:

1. *Sales Enablement (leveraging Salesforce CRM where appropriate)*
 - Refine, implement, and manage the in-bound lead sales process
 - Refine, implement and manage the out-bound prospecting efforts
 - Day-to-day management of direct sales team (3 team members with a focus on North America) and weekly reporting on key metrics
 - Regularly support regional managers in their ongoing activities with international distributors (3 team members with a global focus)
 - Design and launch a digital demonstration tool (video & audio) for C-Therm Instruments (via Skype or another suitable platform)
 - Provide sales support for the Commercial and Managing Director, including system quoting and partner liaisons as required
2. *Lead Gen & Analytics*
 - Implement and report on Google Analytics key metrics
 - Increase and report on inbound leads through AdWords and other online campaigns
 - Effectively distribute and track new leads through the sales process via CRM (SalesForce)
3. *Service Improvement*
 - Design, implement and manage a ticketing system for service & support requests
 - Digital service forms
 - Tracking system (SalesForce integration?)
 - Directly manage customer-side of global service and support requests
 - Work with the service manager & production to liaison with customers in a timely manner, offering solutions
 - Own all C-Therm replacement parts and upgrade opportunities (from quoting through to PO)
4. *Customer Success*
 - Map all current TCi users, including details (as available) of country, company, active user and application
 - Design, promote and own an upgrade sales initiative to convert existing (600+) TCi users to the new Trident platform
 - Refine installation process, virtual install tools
 - Own customer success follow-up
5. *Additional responsibilities:* Developing and evaluating new options for process improvement, working with contractors & vendors, and working with the executive team to map out future corporate goals / strategy.

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What will make you a perfect candidate...

- Results-oriented, driven personality
- Bachelor's degree in Science, Engineering or equivalent training with strong technical background; Master's degree in Business Administration is an asset
- Experience in project management and process design / implementation
- Business acumen - experience in business development or client/partner relations role a strong asset
- Technical acumen - possess a natural curiosity and ability to quickly understand technical applications of thermal analysis techniques
- Professional, articulate and enthusiastic
- Experience managing teams to reach short and long term goals
- Customer focused and comfortable interacting with new people and cultures
- Working knowledge of word processing, desktop publishing, presentation software, database management and spreadsheet applications
- Customer Relationship Management (CRM) software experience with Salesforce would be considered a benefit
- Previous experience in heat transfer or thermal analysis (e.g. DSC, TGA, TMA, etc.) an advantage
- Demonstrate leadership in proactively driving the development of business
- Availability to travel domestically and internationally, independently, up to 20% of the time

What we have to offer...

C-Therm provides a flexible and dynamic work environment, a competitive compensation with no cap on your earning potential. You will have the opportunity to work with a company that has a proven track record of success while still providing the fun and excitement of a start-up environment.

Key resources available to the Customer Success Manager

- Direct line to product expertise via Applications Manager, Commercial Director, Managing Director
- Salesforce CRM Licenses
- LinkedIn Navigator Licenses
- Potential to evaluate and implement new tools (e.g. SaaS for ticketing system or demo corner)

Start date...

Immediately

How to apply...

Please e-mail your résumé in confidence to hr@ctherm.com with a cover letter outlining your qualifications for the job. All applications will be treated with the utmost confidentiality. Only those applicants selected for an interview will be contacted.

Thank you for your interest in C-Therm Technologies Ltd.