



ROLE PROFILE

- Role Title:** **Regional Sales Director/Manager**, Large Commercial and Industrial – Western US region
- Role Purpose:** Represent company generating sales of GKN Hydrogen storage products to large commercial and industrial (C&I) companies
- Scope:** Region: Role is located within the Western region of US, but may also be asked to work on opportunities throughout Americas geographical territory as required
- Role Reports to:** VP Business Development Hydrogen Americas

Key Responsibilities:

This is the primary point of sales contact to commercial and industrial sites in the Western region for GKN Hydrogen Americas selling hydrogen storage solutions to help companies decarbonize, effect the energy transition and realize a more reliable energy source. Responsible for prospecting and closing sales within the large commercial and industrial (C&I) market vertical.

To succeed in the role, the Regional Sales Director/Manager must possess significant sales acumen, be engaging and motivating, enjoy selling and have demonstrated success as a “sales hunter”. The right candidate will have demonstrated consistent results in the distributed generation or renewable energy market segments by closing equipment supply contracts with commercial and industrial clients, utilities and/or project owners. Candidate must have experience with energy storage, renewable energy, fuel cells and generators. Candidate must proactively engage with prospects and act as an advisor and consultant to define projects and hydrogen storage requirements that help deliver prospective companies’ green hydrogen initiatives.

GKN Hydrogen Americas’ products are at the commercialization stage, so the successful candidate must aggressively push to close new sales orders with the VP Business Development Hydrogen Americas and other department heads to enable and manage the business growth and grow the sales pipeline, refine the sales processes and increase closed sales orders. The Sales Director/Manager will also act as the advocate for a sales opportunity while internally interfacing with marketing, application engineering, project engineering, finance, manufacturing, logistics, IT, and customer service to ensure a best-in-class customer experience.

Specific responsibilities include:

- Represent GKN Hydrogen with a comprehensive understanding of its hydrogen storage product offerings for both Power-to-Gas and Power-to-Power applications



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- Maximize sales performance by utilizing industry contacts and connections to quickly gain insight into potential sales opportunities and match the needs of the client with hydrogen storage product offerings
- Gather, develop and articulate customer needs and identify how our hydrogen storage solutions can meet them
- Adapt and adjust sales approach and segment focus based on interactions and sales results from the field
- Partner with applications engineering to develop proposals and deliver compelling proposals as part of a team selling approach
- Manage the interface to prospects and customers to communicate product, proposal, pricing and other information
- Meet monthly, quarterly and annual sales quotas
- Collect feedback from prospects and customers and update opportunities in the CRM
- Submit revenue forecasts, maintain CRM and report at weekly sales meetings
- Gather and report market intelligence from prospects, customers and industry partners
- Other projects and duties may be assigned
- “Champion Diversity & Inclusion in line with the Company guidelines”

Other key internal relationships:

America’s Management Team
Americas Applications Engineering Team
Americas Project Engineering Team
Other departments or locations

Formal qualifications required:

- Minimum of a Bachelors degree in Business or Engineering or equivalent experience
- Minimum of 5 to 8 years of success closing sales orders in energy storage or renewable energy market segments
- Knowledge of distributed generation, energy contracting, hydrogen technologies and clean energy solutions
- Established contacts and connections within the large commercial, industrial and utility market verticals
- Understanding of energy industry regulations and incentives that help enable sales of energy storage and renewable energy products
- Knowledge of energy grids and electricity policies in Western region within CAISO and WECC and utility policies, tariffs and rate structures in these regions
- Ability to understand financial models and customer financial decision-making criteria
- Collect and research consumer needs and develop and maintain prospective company knowledge, and identify how our product and service solutions meet consumer needs
- Ability to analyze business opportunities and read situations well
- Strong sales and business acumen, with solid financial modeling and analysis skills
- Excellent communication skills and experience giving presentations at industry events and client sites
- Frequent regional travel (25%) will be required (average 2 overnight stays per month)



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- ~4 weeks of business travel annually focused on global, national and regional sales meetings and industry conferences
- Proficient in all Microsoft Office applications including MS Excel and MS PowerPoint

Soft Skills and Other Competencies:

- Must be flexible and a creative problem solver and driven to find solutions that meet customer needs
- Must have an entrepreneurial mindset with ability to work in a fast-paced growth-oriented business
- Ability to work effectively in a team environment – to effectively listen, challenge and communicate
- Self-starter with demonstrated ability to be proactive and take initiative in performance of duties and exercising independent judgement
- Ability to work on multiple sales opportunities simultaneously and keep opportunities moving forward toward close
- Organized, presentable, communicative and well-spoken sales professional
- Excellent written and oral communication skills in the English language
- Ability to maintain confidentiality

Location Specific Criteria:

- Based in Carlsbad, California with demonstrated regional knowledge

Revision Date: 9/26/2022

Revised By: Clark Crawford

Approval: TBD

Approval Date: TBD