

POSITION: Diversified Market Director **LOCATION:** Corp. Headquarters USA

REPORTS TO: Senior Vice President, Sales and Marketing

FUNCTIONALLY REPORTS DIRECTLY TO: Senior Vice President

SUPERVISES: Cross functional leader

BASIC FUNCTION: Business

Lead the business activities for the company in the Building Products, Fillers/Extenders, Filtration, Recreation, and Florisil sectors including:

- Delivering annual financial results
- Developing business plans with clear growth strategies and actions
- Implementing a strategic planning process
- Developing in-depth market and competitive knowledge
- Assessing market/industry trends and opportunities
- Formulating and implementing strategies/plans for substantially increasing revenue, market share growth and profitability.

Develop new markets and distribution channels.

Work closely with the sales and marketing team to develop clear, compelling value propositions.

Lead a cross functional team to achieve business targets.

Work closely with the new business development team to create & launch new offerings.

Allocate resources, prioritize team activities and integrate work across functions.

Prepare/manage annual budgets.

Manage product line.

%	DUTY
40	Business planning & execution
20	Strategic planning
20	• Product management
10	• Resource allocation
10	• Budget preparation & management

100%

WORK CLIMATE:

Work in a corporate environment with frequent visits to customers, trade shows, conferences, and plants. Must maintain neat appearance at customer and trade events and be able to work in a plant environment. Frequent travel and occasionally extended travel is required.

REQUIRED SKILLS, ABILITIES & TALENTS

Organization

Must be ready and able to motivate a diverse group of team members with a wide range of experience, education and skill levels. Must be able to work with executives and senior management within and outside of the company to identify and accomplish organization goals. Must have strong Influence management skills.

Communication

Verbal Written Verbal, Written & Electronic

Strong communicator who is comfortable working both internally and externally. Communications are frequently required without in-person contact with various levels and functions inside customers, plants, vendors and trade associations.

Cooperation

Must be able to work closely with management, sales, operations, purchasing, QA representatives, IT and accounting, and hourly workforces within USS and at customers. Must be able to persuade others to consider USS's point of view and consider change.

Problem Analysis

Ability to rapidly analyze and integrate data from multiple sources to support business plans and decisions.

Creativity

The position requires creativity to develop new business ideas and approaches. Need a lateral thinker who is comfortable operating in a dynamic environment.

Computer

None Proficient Extensive Skills

Be specific: Microsoft Excel, Word, Powerpoint; Hyperion Essbase; QAD; Crystal Reports

Microsoft Access a plus

Other

KNOWLEDGE AREA

Broad knowledge of the oil and gas industry. Specific knowledge of the gas value chain in the well operations area. Broad contacts and industry background.

MINIMUM REQUIREMENTS

A. Equivalent Education Level Required

B.

- None GED/High School Diploma College Degree
 1-5 Years Experience 5+ Years Experience

Technical undergraduate degree with MBA preferred

C. Experience Required

Minimum 10 years in the oil & gas industry in a business leadership or marketing role. Must have previous experience with oilfield operations including drilling, fracturing and well completion; broad knowledge of business to business sales and marketing. Previous experience in P&L management.

Previous experience developing and executing business plans. Demonstrated ability to deliver step change growth.

Knowledge Required

D. Special Skills