

*All interested parties should send their resume with references to  
[bweisberg@adhq.com](mailto:bweisberg@adhq.com). No phone calls please*

## **Position Description**

**POSITION:** Senior Vice President, Marketing

**ORGANIZATION:** Affiliated Distributors, Inc.

**REPORTS TO:** CEO

**LOCATION:** Wayne, Pennsylvania

### **THE COMPANY**

Affiliated Distributors (A-D) is a well established, entrepreneurial company that provides business and financial services to the largest multi-industry group of independent distributors in North America. It is a small company that does big things. A-D's 50 employees provide purchasing and marketing services to over 450 leading distributors and 500 manufacturers in six industry verticals: Electrical, Industrial, Plumbing, HVAC, Drywall, and Pipe Valves and Fittings. These services enable A-D to process over \$5 Billion in transactions from and then to these business partners. Headquartered near King of Prussia, PA, the company has sustained a 15% average compounded annual growth rate over its 28 year history by being an innovative and influential leader in each industry entered.

A-D's Mission is to help independent wholesalers continue to win their battle with the National chains. A-D does this by leveraging its members' purchasing power of over \$24 Billion to negotiate cost-saving programs, as well as by developing innovative sales and marketing programs that help its members penetrate new markets, providing services that help its distributors reduce their operating costs, and by facilitating the sharing of best-practices throughout its Distributor network via meetings, communications and on-line interaction.

**Please refer to <http://MyA-D.net> for more information about the company.**

### **POSITION SUMMARY**

The Senior Vice President, Marketing will be a member of the eight-person senior executive team, reporting into the Chief Executive Officer, and broadly responsible for all marketing programs, marketing communications and event planning activities conducted by the organization—including strategic analysis to identify new opportunities for growth, and developing the collateral materials required by A-D for business development and external visibility. Managing a group of five direct reports, the Senior Vice President, Marketing will

be expected to participate at the highest level of the corporation while still maintaining a “hands on approach” to understanding and overseeing the business, and develop relationships with internal and external clients to ensure all A-D marketing needs are anticipated and met. Through these efforts, the Senior Vice President, Marketing will have the opportunity to make a significant impact on A-D’s suppliers and distributor base, ensuring enhanced growth for them as well as A-D.

## **RESPONSIBILITIES**

- Maintain and enhance A-D’s brand and reputation as the advocate for independent distributors in their battle with large national and international chains.
- Work alongside the Chief Executive Officer and Division Heads to develop a business plan for A-D, taking into consideration and assessing existing marketing initiatives as the company continues to grow and expand its horizons.
- Build and manage marketing and communications programs that enhance A-D’s relationships with its distributor and supplier network, e.g.:
  - Enable A-D’s suppliers to increase their sales, improve their mix and introduce new products through the A-D distributor network
  - Allow A-D’s members to take advantage of new opportunities in current and evolving market segments.
- Work with the internal Divisions / industries to analyze their markets and then create specific programs that can be tailored to their members’ and suppliers’ needs.
- Be recognized as the internal marketing champion driving adoption of A-D programs and services internally and externally.
- Oversee the planning for the multitude of business, network, Board and other meetings that occur that increase A-D’s visibility within its community and add value to its constituents.
- Own the business content of A-D’s website; distributor training webinars; quarterly reports; annually produced collateral; internal publications & newsletters; trade press relations; annual award/recognition programs; customer surveys and all promotions, ensuring that the right content, message and positioning is conveyed.
- Assist in the strategic identification of new opportunities for growth through market analysis and create new value-added programs that capitalize on the dynamics of the marketplace.
- Participate as a senior member of the A-D management team in the ongoing development of A-D’s strategic direction, business development opportunities and continued expansion of A-D’s value proposition.

- As appropriate, develop direct relationships with A-D constituents that help support those relationships or assist A-D in its strategic efforts to grow.
- Assess the strengths of the current marketing team, ensuring the right skills are present to help take the company to the next level. Lead, manage and motivate the team to guarantee a high level of performance.

## **REQUIREMENTS**

- Unquestionable professional and personal integrity and the ability to commit to the philosophy, mission and values of A-D.
- Self-confident, sincere, self-starting, forward looking.
- Relevant undergraduate degree with, preferably, a post graduate qualification.
- A sophisticated business-to-business marketing background with experience in industries where manufacturers go to market through wholesale distributors.
- Strong leadership, managerial and coaching skills; able to work effectively and collaboratively with internal business unit leaders and senior executives of A-D clients. Able to manage a team and develop its skill base and capabilities.
- A creative, strategic thinker, able to anticipate and understand the company's future needs and opportunities as well as focus on the short-term tactical issues.
- Highly effective interpersonal, written and oral communication skills.
- Able to build credibility and solid professional relationships with A-D leadership and be an effective partner in developing strategies and marketing plans for their businesses.
- Superior time management and project management skills.
- A metric / fact-based orientation, able to deal with quantitative and qualitative data and use the information in strategic decisions.
- Experienced in developing a variety of marketing materials that enhance a company's ability to grow its business.
- Experience utilizing the power of the internet and new internet tools to enhance communications and relationships in B2B.
- Proactive, decisive with the ability to make things happen and get results.