



TITLE: Vice President, Sales
REPORTS TO: President, ICP
FLSA: Exempt
LOCATED: NYC Headquarters

JOB OVERVIEW:

This position is responsible for developing and managing the sales strategy on behalf of International Cosmetics and Perfumes (ICP) current and future brands, including The House of Creed. This person serves as the leader of the field sales team and plays a key role in developing and implementing innovative and profitable sales strategies while effectively establishing and maintaining the Retail Partner relationships. This executive role will also promote and maintain the intrinsic company culture that fosters the firm's core values of: Transparency, Recognition, Accountability, and Communication (TRAC). This position is also a key member of the Executive Team, exhibits leadership skills that are consistent with our coaching culture, and professionalism that is representative of the ICP Vision: "To inspire our clients through beauty innovations and the narrative of luxury."

CORE RESPONSIBILITIES

- **Management:** Responsible for structure, oversight and productivity of ICP Sales teams including: Field Regional Sales Directors, Regional Sales Managers, and Account Executives, Retailer Product Specialists & Business Managers.
- **Sales Strategy & Vision:** Works with ICP Owners, and cross functionally when needed, to development the sales strategy and execute the sales vision.
- **Sales Goals:** Partners with Sales Adm. Works to ensure retail sales and productivity goals are met, through a focus on the Customer Experience.
- **Reporting & Analysis:** Implements and develops reporting system and ensures compliance. Critically thinks while analyzing sales activity reports and implements key learnings.
- **Sales Administration:** Partnering with Sales Admin director to develop strategies for Net Ship and Sales Forecasts.
- **Executive Team:** Active participant of Executive Team to help drive ICP forward via strong leadership, high performance results, innovation and partnership with colleagues. Champions company practices and culture.
- **Leader and Coach:** Serves as leader for Sales Team (~60) and utilizes coaching to develop strong functional leaders of those in managerial positions.
- **Retail Partnerships:** Manages retail partner relationships on behalf of ICP's products and services while fostering lasting productive relationships. Partnering with the Sales Promo team, executes the seasonal promotional calendar with each of our retail partners. Seeks to promote and cultivate the company and brand awareness with external partners.
- **Negotiations:** Effectively negotiates terms and opportunities with retail partners on behalf of the company.
- **Expansion:** Identifies, evaluates and manages growth expansion possibilities, including existing and new business.
- **Collateral:** Oversees Brand Collateral budget and execution to the field.
- **Travel:** Travels 35-50% to North American markets to analyze business, relationships, coach sales team on performance and productivity, and to meet with and negotiate with retail stores.
- **Sales Meetings:** Develops new and innovative ideas to creatively facilitate Regional Sales meeting, Launch meeting off-sites, and other sales team-centric gatherings in partnership with Chief of Staff for corporate meeting initiatives.
- **New Door Openings:** Partnering with the Retail Operations team, develops strategy and implementation of New Door Opening Process. Provides feedback on new shop design and layouts.
- **Working Cross-functionally, including but not limited to:**
 - Collaborates with **Marketing** for seasonal plans with retail partners, launches, events, and eCommerce, including CreedBoutique.com.
 - Acts as a thought partner **Training & Education** for all current and new programming, including the Customer Experience and Situational Leadership II.
 - Directs teams to comply with **Human Resources** driven policies, procedures, programs and initiatives designed to foster consistency and an employee-centric culture, and lead by example.
 - Works in partnership with **Chief of Staff/Corporate Communications** on strategy, projects of high importance to ensure alignment to corporate objectives, corporate meeting planning and public relations support.
 - Partners with **Finance** on sales, field sales team bonus plan, and budgeting for sales department.
 - Coordinates with **Operations** on warehouse, inventory, forecasting, and Sage MAS 90 ERP.
 - Partners with **Sales Promo** on all in-store activations to maximize ROI through analysis of Sales \$, Headcount, COS, etc.
 - Partners with **Sales Administration** to develop strategies for Net Ship and Sales Forecasts.

REQUIREMENTS

Education:

- Bachelor's Degree in Sales, Marketing, or related field.
- MBA desirable but not required.

Experience:

- 15+ years relevant sales and management experience in a related field, including some in-house / corporate experience.
- 10+ years coaching, managing & developing a team, both in-house and remotely in multiple locations.
- Proven track record in developing successful sales strategies for retailers.
- Experience working in luxury sector necessary.
- Beauty / fragrance industry experience preferred.
- Good experience of the North American market is needed, as well as possessing a full understanding of best retail business sales practices including net ship, competitive products and markets.

Skills:

- Strong partnership & collaboration skills that can be leveraged with luxury retailers, peers, and team members.
- Proven leadership skills including ability to provide coaching, feedback and motivating team.
- Excellent customer service skills, utilized with internal and external clients.
- Outstanding interpersonal skills, demonstrated by a professional yet outgoing approach to business.
- Strong business acumen, including project management skills
- Exhibits clear and effective written and verbal communication skills.
- Innovative and creative thinker with strong critical thinking skills and strategic approach to business.
- Excellent analytical skills, including ability to troubleshoot, assess and identify wins and opportunities.
- Fiscally responsible and skilled in budget management.
- Technically proficient, including Microsoft 365, with excellent Word and Excel proficiency.
- Strong negotiating acumen to be used with current and potential clients and vendors.
- Ability to successfully multi-task, including organizing and prioritizing projects and deliverables.
- Comfort with and ability to travel throughout North America 35-50%.
- Willing to take on new challenges/opportunities as they arise and adaptable to change

Compensation includes competitive compensation, medical/dental/vision/life/LTD/FSA benefits, 401K plan, PTO schedule, professional development and more.