



Commercial Director, Sales and Marketing

Company: Ligier Automotive North America, Denver, North Carolina, USA (in office position)

Department: Commercial

Roles: Commercial Director, Sales and Marketing

Reports to: CEO

How to apply: Please send resume and cover letter to HR@ligierautomotive.com

Job opening: Immediate

COMPANY

Ligier Automotive is a company dedicated to the construction of racing cars and support of racing customers. Its expertise in the areas of design, production, electronics, engines, restoration, and operations means it can make special vehicles, concept cars, sports-prototypes, single-seaters, and cars for track races, ice races, off-road events and more.

Our passion for motorsport, innovation and development reflects our values. Work, team spirit, collective intelligence, and the pressure to achieve results are in Ligier Automotive's DNA, and they enable us to build new adventures. Ligier Automotive North America is the sales and distribution entity for the "Americas" for this iconic brand.

MISSION

As Commercial Director, you will be responsible for the revenue growth and GTM structure of the brand and its exciting product offering. Our customers range from professional racing teams competing in sportscar and open wheel racing at the highest levels, to amateur and grassroots level racers who race for the love of the sport and to the burgeoning gentlemen driver – country club group who demand excellence in their product and customer service. We are beginning to develop a reseller network and the growth and structure of that initiative falls under this role. Beyond promoting and offering cars to these audiences we also have a robust parts sales operation from our distribution warehouse in North Carolina as well as our parent company in France. Our "at event" support is a key component in our promise of service excellence to our customers and this is activated through two parts support trucks that attend various race events throughout the year. The Commercial Director role oversees all customer facing touchpoints including the parts sales and "at event" support. One key deliverable is the accurate reporting of sales revenue with detailed historical comparison and clearly defensible forecasting of future sales. While marketing of our brand is primarily handled by our parent company in France, this role will serve as the voice of the North American market in all marketing planning and execution.

JOB SUMMARY OF PRIMARY RESPONSIBILITIES

- Utilizing extensive experience and excellent customer service skills, serve as the primary point of contact for all customers across three distinct markets in North America, sanctioned sportscar racing, sanctioned open wheel racing and motorsports country clubs.
- Utilizing clearly demonstrable sales planning and forecasting, oversee sales and revenue growth operations for the company.
- Develop, prepare and present annual budgets and monthly budget tracking reports for car sales and parts sales.
- With company leadership, participate in sanctioning body relationship and strategic planning for future models and opportunities.
- In conjunction with Finance department, oversee collections activities with customers.
- Consulting regularly with Ligier Automotive counterparts in France.
- Oversee a staff of two associates.

MANAGEMENT TEAM ACCOUNTABILITIES

- Contributes to the culture of the company by promoting open and honest dialogue, being an active listener and leading with integrity.
- Practice effective communication—actively listening and paying attention to details to assure clear work instructions are provided to the rest of the team.
- Establishes and maintains exceptional quality and safety standards for efficient daily operations.

QUALIFICATIONS

- 4-year bachelor's degree or equivalent.
- Motorsports business development experience preferred.
- Computer skills: comfortable with Microsoft Office, Excel, Outlook/E-mail, Quickbooks and willing to learn other management software, as needed.
- Experience with FishBowl is highly desirable.
- Proven commercial leadership and business development, preferably within the motorsports or performance industry sectors.
- Experience managing key accounts and negotiating long term commercial agreements.
- Familiarity with motorsports industry is mandatory.
- Valid passport for international travel.
- Availability to work weekends as needed (typically 12 to 15 weekends per season).

KEY TRAITS

- Results driven: Focuses on the critical few objectives that add the most value and channels own and others' energy to consistently deliver results that meet or exceed expectations.

- Fosters teamwork and effective communicator: Builds and maintains relationships across all areas that motivate, guide, and reinforce the performance of all toward goal accomplishments. Models being a team player and promotes collaboration and open communication and information flow.
- Self-aware learner: Continually strives for functional and technical expertise in all aspects of planning, scheduling, analysis, and continuous improvement, as well as developing critical people skills needed to lead.
- Integrative thinker: Utilizes analytic skills with the ability to evaluate large amounts of information (multiple departmental schedules, orders, etc.) and practices system-wide thinking.
- Excellent written and communication skills.
- Strong attention to detail and organizational skills.
- Expected to lead with integrity, and promote respectful relationships, while holding people responsible for results.
- Must model and reinforce safety practices required.