



**Date:** August 2009

**Job Title:** Head of Sales

**Reports to:** President & CEO

**Status:** Exempt

**Location:** Portland, OR

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**General Summary:**

The Head of Sales is responsible for developing and ensuring the successful execution of a US Sales strategy that achieves KEEN's sales goals for footwear, bags and sox.

**Key Responsibilities:**

- Manages independent sales force to ensure proper level of focus and attention on KEEN
- Leads inside sales support team (Sales Ops and administration)
- Coaches "emerging markets" sales team to successfully evaluate, launch and develop the brand internationally
- Develops forecasting models and execute forecasts
- Develops sales channel strategy
- Works with Product to develop and execute sales calendar
- Works with Product to develop Key Account and International SMUs
- Creates and implements sales "dashboard" to effectively manage, measure and communicate sales productivity
- Personally engages with the customer to understand needs and provide customer-focused sales solutions
- Develops a strong working relationship with KEEN Operations to create a cohesive and successful sales fulfillment process
- Works with Marketing to ensure that marketing actions and messaging will drive sales

**Leadership Profile:**

- Builds efficient, effective and engaged teams
- Represents the "Hybridlife"
- Gains the respect of subordinates, peers customers and partners through knowledge, collaboration and accountability
- Develops sophisticated programs/concepts that are simple in their delivery

**Qualifications:**

- BA
- Minimum of 10 years of experience in sales management in an outdoor or footwear company or business environment.