

Company, Position & Person Profile



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New South Construction Supply

Market President

December, 2021

The Company

Founded in 1981, New South Construction Supply, ("NSCS") is the premier distributor of specialty construction products throughout the Southeastern United States. Through our ten strategic locations, we provide quick and easy access to our deep and wide product portfolio that includes fabricated rebar, tilt-up braces and accessories, waterproofing, masonry, DOT products, and much, much more. Headquartered in Greenville, SC NSCS serves customers in seven states with our own fleet and via common carriers in other states and believes that the primary reason for its success is due to one thing – our people.

<http://www.newsouthsupply.com>

The Position

Title: Market President

Location: Southeastern United States

Reporting To: Chief Operating Officer

Overview: As the highest-ranking field leader, the Market President is the driver of all customer and profit initiatives for his/her assigned branches. Reporting to the Chief Operating Officer, s/he will be accountable for customer sales strategy and growth initiatives, branch operational performance, and profitability for the assigned Market. In addition, this role will interact cross-functionally with Company Leaders and other Market Presidents to deliver results above and beyond the overall market performance. Scope includes building a world-class, profitable sales organization; identifying, securing, and developing talent; leveraging internal/external resources to accelerate EBITDA performance; identifying and accelerating integration of new products; successfully accelerating the commercialization of existing products/services; establishing

and defending the NSCS value proposition across multiple customer channels and segments; driving sales strategies; accountability for achieving revenue, gross margin, and EBITDA targets; and, most importantly, coach, develop, and mentor NSCS's most important asset – our people.

Deliverable Outcomes:

1. Consistent market share growth in excess of overall market.
2. Attainment of annual EBITDA plan.
3. Mentoring, development, and of training branch associates.
4. Owner of key customer relationships in assigned market.
5. Forward vision to develop and act on leading indicators to stay in tune and ahead of market conditions.
6. Consistent achievement of revenue and EBITDA targets.
7. Strong, focused Leadership in a decentralized, entrepreneurial organization.

Specific Responsibilities

Market President responsibilities will include:

1. Train, develop, and coach associates in effective selling and operational processes and techniques.
2. Achieve sales, gross profit, and EBITDA goals through the recruitment, development, training, coaching, evaluation, and management of branch teams.
3. Determine targeted customer account potential, establish sales goals for those accounts, and hold the team accountable for achieving those goals.
4. Achieve upper quartile performance in these key indicators – Revenue Growth, Gross Profit/Margin, EBITDA, and other critical productivity metrics.

5. Lead development and implementation of product sales strategies for the assigned market by working with the Sales Support team to effectively sell the entire scope of a project.
6. Provide a creative, simple approach to commercializing the value of NSCS's products and services to all customer segments.
7. Share market and competitor information with other leaders within the organization.
8. Support the training and development of our sales teams to help them effectively articulate our product and service capabilities, with the goal of increasing win rates.
9. Develop branch operational talent to consistently uphold our culture of service. Measure the "metrics that matter" to ensure a best-in-class customer experience.
10. Provide thought leadership to the other leaders to continuously improve the organization.
11. Build relationships in the community to understand the marketplace, increase market share and identify new markets.
12. Conduct all business in accordance with Company policy and procedures.
13. Evaluate and continuously improve our service capabilities, product offering, and talent pool

The Person

Qualifications & Experience:

1. The successful candidate must have the following experiences and capabilities:
2. 10+ years of experience in sales leadership and profit/loss accountability.
3. Experience managing the creation and execution of a wide variety of sales strategies across traditional and non-traditional sales channels.
4. Experience managing internal sales teams, as well as outside vendor relationships.
5. Excellent communication skills, including presentation, writing and grammar skills.
6. Ability to work effectively across a complex, regional organization, and deliver consistent results.
7. Well organized and process oriented, with creative approach to problem solving.
8. Ability to translate complex information into intuitive, easy-to-digest informational snippets.
9. Manage business relationships using combination of data driven analysis, strategic thinking, networking, and strong interpersonal skills.
10. Industry experience in building products, concrete/masonry/waterproofing/tilt-up preferred but not required.
11. Bachelor's degree in business administration, marketing, communications, or related major desired, but not required.

Personal Attributes:

The personal attributes that will be key to success in this role include:

1. Overwhelming execution and leadership skills.
2. Ability to think creatively and articulate the creative vision.
3. Efficient project management and prioritization skills.
4. Driver of a team climate that develops, inspires, and retains an industry leading team.
5. Balance creativity with focus & drive to achieve results.
6. Consistent challenger of the status quo.
7. Strong collaboration, communication and relationship building skills.
8. Business acumen and analytical skills.
9. Strong combination of intelligence and self-awareness.
10. High attention to detail.
11. Above all, integrity.