

# OPT

## OCEAN POWER TECHNOLOGIES

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### **Job Description**

#### **Job Title**

Director of Sales

#### **About Ocean Power Technologies:**

Headquartered in New Jersey, Ocean Power Technologies aspires to transform the world through durable, innovative and cost-effective ocean energy solutions. Our PB3 PowerBuoy™ uses ocean waves to provide clean, reliable and persistent electric power and real-time communications for remote offshore applications in markets such as oil and gas, defense, security, science and research, and offshore connectivity. To learn more, visit [www.oceanpowertechnologies.com](http://www.oceanpowertechnologies.com).

#### **The Role:**

The Director of Sales will lead the company's global business development activities including market development, strategic relationship identification and management, and marketing and direct sales of OPT's first commercial PowerBuoy product. The primary objective of this role is to accelerate the growth of sales, develop sales strategies and partner with the executive team to meet revenue goals. In addition, he or she will manage the global sales team.

#### **Responsibilities:**

- Form strong relationships with both current and future customers.
- Understand and effectively communicate the company's value prop, tech, process and current partnerships.
- Lead competitive and market research and analysis connecting key opportunities with implications and possible outcomes for the company.
- Defining business win strategies through balancing customer requirements and expectations with OPT's business and revenue generation requirements.
- Identify, define, and articulate industry, market, and emerging trends and how they may affect the positioning of OPT products and services.
- Evaluate product placement, targeting and penetration strategies.
- Own the capture management lifecycle, including pipeline development, win strategy development, proposal generation, and customer relationship management.
- Provide strategic deliverables to the senior leadership team such as:
  - Detailed analytic competitive assessments
  - Market segmentation

- Pricing strategies and business case development
- Product and service positioning assessments
- Voice of customer / voice of market for new product and service introduction
- Strategic partnering and acquisition analyses, targeting strategies, and recommendations covering areas of new expertise, technologies, or other intellectual property
- Detailed MS Excel-based revenue and cost models
- Social media strategy

### **Qualifications**

- A minimum of 5 years successful sales experience; direct experience in Oil and Gas or subsea Operations a plus.
- Bachelors degree; engineering or related field preferred.
- Demonstrated ability to learn and apply proven sales methodologies.
- High energy and goal oriented leader.
- A strong understanding of the steps involved in a sales cycle and ability to leverage each stage to advance the process.
- Must be comfortable with the product value proposition and speaking to technical and non technical executives alike.
- Critical competencies such as:
  - Market Knowledge and Market Growth Expertise
  - Business Acumen
  - Team Leadership
  - Relationship Building/Communication Skills
- Willingness to travel.