

Job Title:	VP of Sales (MHI)	Approved:	01/30/2026
Job Classification:	Salary	FLSA Status:	Exempt
Department:	GA	Reports To:	CEO
Location:	Vista, CA		

## **The Role**

The Vice President of Sales (MHI) will lead and scale the company's sales organization, with a primary focus on material handling and industrial customers. This role owns sales strategy, key customer relationships, channel partnerships, and team development, while working closely with executive leadership to support long-term growth objectives.

## **Essential Duties and Responsibilities**

- Lead and execute the company's overall sales strategy, with a focus on material handling, industrial Fleets.
- Build, mentor, and scale a high-performing sales organization, including regional sales reps.
- Develop and manage relationships with major enterprise customers, strategic accounts, and channel partners
- Drive new customer acquisition while expanding revenue within existing accounts
- Partner closely with Product, Engineering, Operations, and Marketing to align customer needs with product development and go-to-market strategy
- Establish and optimize sales processes, forecasting, pipeline management, and CRM discipline
- Represent the company at industry events, trade shows, and key customer engagements
- Provide regular reporting to executive leadership and the Board on sales performance, pipeline health, and market dynamics
- Performs other related duties as assigned.

## **Required Education and Skills:**

- 12+ years of progressive sales leadership experience (with 5+ years direct VP management) in industrial, energy, electrification, or technology-enabled hardware businesses
- Direct experience selling equipment into material handling, logistics, industrial fleets
- Targets of 10M+ per quarter met consistently
- Proven ability and consistent track record to grow business
- Strategic, commercially minded with a hands-on operating style
- Proven track record of closing complex, consultative B2B enterprise hardware and solution deals
- Experience scaling sales teams in a growth-stage or publicly traded company
- Strong understanding of channel sales models, dealer networks, and strategic partnerships
- Comfortable selling technically sophisticated products requiring cross-functional coordination
- Data-driven approach with strong forecasting and pipeline management

## **Other Duties:**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.