



## DIRECTOR OF SALES EXCELLENCE

In 1985, Mike and Kim Crabb founded Diamond C with a small team and a big dream. Over the years, the company has grown significantly, now employing over 900 team members. Diamond C remains a family-owned and operated business, with a strong emphasis on our foundational “Do Work, Love Strong” culture, which is based in Mt. Pleasant, TX.

We are unwavering in our commitment to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. Our purpose is to fuel the growth and success of our team members, customers, and community. We're dedicated to being a positive force for change and using our expertise to make a meaningful impact on our community abroad. This position reports directly to the Director of Sales and Service.

**Shift & Schedule:** Monday-Friday, weekends for travel and shows

### **Purpose:**

At Diamond C, our purpose is to fuel the growth and success of our team-members, customers, and community abroad. We're committed to more – more process improvements, more sustainable manufacturing, and more opportunities for our team. We are looking for a leader who will be instrumental in championing EXTRAORDINARY trailer sales operations and trailer ownership experience through our distribution partner relationships in their specific region of the United States. This role is crucial for maintaining and growing the dealer network, ensuring excellent customer support, and meeting sales targets. The position involves extensive travel, attending trade shows, dealer events, and collaborating with internal teams to achieve business goals.

### **Key Responsibilities:**

- Design, lead, and manage comprehensive sales forecasting, planning, and budgeting processes aligned with company growth targets.
- Build and execute a strategic roadmap for sales operations, including process improvement, technology integration, and organizational design.
- Partner cross-functionally (Sales, Marketing, Finance/FP&A, CTO) to ensure seamless planning, reporting, and technology alignment.
- Drive continuous improvement in sales processes, tools, and methodologies; lead change management efforts to support adoption.
- Implement and optimize sales enablement tools, with clear business cases and ROI analysis.
- Define and report on KPIs, performance dashboards, and actionable metrics to support data-driven decisions.
- Translate data insights into compelling executive presentations and sales playbooks.
- Own the design, modeling, and execution of sales incentive and compensation plans.
- Lead industry and competitive analysis to inform sales strategies and go-to-market initiatives.
- Stay informed on market trends, commercial excellence practices, and relevant industry developments.

### **Qualifications:**

- Bachelor's degree required; MBA or advanced degree preferred.
  - 5+ years of experience in sales operations, business planning, or enablement roles with proven enterprise-wide impact.
  - Experience in forecasting, planning, budgeting, and sales compensation plan design (minimum 2 years).
- Strong strategic and analytical skills, with proficiency in Excel, Power BI, Tableau, or similar tools.

- Proven ability to lead through ambiguity, drive alignment, and manage cross-functional initiatives. Exceptional executive communication and storytelling skills—able to simplify complex data into clear narratives.
- Experience implementing sales technologies and tools; project management or process improvement certification a plus.
- Preferred: M&A due diligence experience, prior sales team leadership, channel/go-to-market strategy experience.

#### **What Sets You Apart:**

- You lead with humility, build trust, and empower those around you.
- You're a builder and problem solver who thrives in dynamic, fast-paced environments.
- You bring energy, empathy, and strategic rigor to everything you do.
- You have a passion for translating vision into execution—and data into action.

#### **Benefits:**

- |                                    |                                 |
|------------------------------------|---------------------------------|
| • Medical                          | • Other Supplemental Policies   |
| • Dental                           | • Paid Maternal/Paternal Leave  |
| • Vision                           | • Tuition Reimbursement Program |
| • Long and Short Term Disability   | • 401(k) & Company Match        |
| • Employer Paid 25K Life Insurance | • Scholarship                   |

*We encourage and welcome applicants with any and all backgrounds, experiences, abilities, and competencies. All decisions regarding hiring, promotion, discipline, and discharge are based on qualifications, merit, and the needs of the business. We are an equal opportunity employer.*