

## Job Opportunity

**Position:** Director Business Development and Sales  
**Reports to:** Vice President, Instantel  
**Location:** Ottawa, Ontario

---

## About Us

Established in 1982, Instantel is the global market leader in the design and production of vibration, air-overpressure and noise monitoring instrumentation, cloud-based data management and software solutions. Our products are used on projects in over 85 countries. Applications include civil engineering, construction, environmental, mining, mining exploration, quarry, underwater, structural health, human annoyance, military, and noise. We are proud of our position as an industry leader and are committed to continuous improvement and innovation. We understand the challenges faced in these fast-paced environments and provide the tools to get the job done safely and within regulation. Join a world-class team that pushes the limits in the relentless pursuit of excellence and innovation in monitoring equipment.

## Job Details

We are seeking a hands-on, experienced, results-driven **Director Business Development and Sales**. This leadership role requires an individual with a proven track record in driving growth, achieving operational goals, and leading high-performing teams. The ideal candidate will excel in strategic and tactical planning while effectively managing a global dealer network. This is a 'working' leader role with direct selling responsibilities.

### Responsibilities:

#### 1. Business Development and Sales:

- Achieve and exceed the operational plan, including revenue, gross margin, and profit.
- Expand and grow both core and new business opportunities globally while maximizing revenues, profit, and market share.
- Generation of the annual business development and sales plan with creation and management of the respective budget.
- Leverage CRM (Salesforce) and other tools to ensure efficient sales operations and data-driven decision-making.
- Develop pricing strategies, contract terms, and sales processes tailored to market and customer needs.
- Direct management of accounts in North America and internationally.
- Management and optimization of a global dealer network while securing direct sales where appropriate.

#### 2. Team Leadership and Culture:

- Recruitment, management, and mentoring of a highly skilled team to deliver exceptional results.
- Foster a positive, high-performance culture focused on accountability, collaboration, and continuous improvement.
- Create and maintain a culture of diversity, inclusivity, recognition, and teamwork with the goal of attracting and retaining top talent while providing personal growth and development.

**3. Strategic Planning and Collaboration:**

- As a leadership team member, participate in creating and implementing strategic and tactical plans.
- Collaborate with senior leadership to align business development and sales initiatives with broader organizational goals.
- Collaborate cross-functionally to ensure a seamless and positive customer experience.

**4. Market Analysis and Product Development:**

- Assess and compile market feedback, providing meaningful insights regarding new product development, core product enhancements, and new business directions.

**5. Customer Engagement and Representation:**

- Perform technical equipment and cloud demonstrations remotely and in a customer-facing manner.
- Represent the company at trade shows, dealer meetings, and customer visits, requiring domestic and international travel.

**6. Forecasting and Reporting:**

- Provide timely and detailed forecasting: weekly, monthly, and quarterly.

Any other duties or responsibilities as may be assigned from time to time.

**Qualifications:**

- Bachelor’s degree in Business, Engineering, or a related field; MBA preferred.
- 10+ years in sales, business development, or related roles, with 5+ years in a leadership position.
- Specific Industry knowledge is not a requirement but an asset. Experience selling technical products in global markets is essential.
- Proven success managing dealer networks.
- Strong leadership, strategic and tactical planning, and decision-making abilities.
- Excellent communication, presentation, negotiation, and relationship-building skills.
- A self-starter with keen attention to detail.
- Proven analytical and problem-solving abilities.
- Ability to effectively prioritize and execute tasks in a fast-paced environment.
- Competence in budgeting, forecasting, and sales analytics.
- Familiarity with Sales Force.
- Proficiency with Microsoft Office, with a focus on Microsoft Word, Excel, and PowerPoint.
- Must be locally based but have the ability to travel to client sites throughout North America with possible international travel.

**What We Offer**

- A leadership role with significant influence and visibility within the organization.
- Competitive salary, performance-based incentives, and benefits package.
- Opportunity to work with innovative products and a market leader in a global market.
- A collaborative and supportive company culture that values initiative and results.
- An opportunity for a ‘flex’ working model (onsite and remote).

**Employment Details:**

- Flex (On-site/Remote), Permanent
- 309 Legget Drive, Kanata, ON

**Submit resume to [jobs@instantel.com](mailto:jobs@instantel.com).**

---

Instantel believes in giving each and every applicant an equal opportunity to succeed on their own merit. We strive to hire employees that reflect and support the diverse perspectives, experiences, and needs of employees and our communities. We remain committed to upholding the values of equity, diversity, and inclusion in our work environments. We know that diversity underpins excellence and that we all share responsibility for creating an equitable, diverse, and inclusive organization. Therefore, in pursuit of our values, we seek employees who will work respectfully and constructively with differences across the organizational hierarchy in actualizing priorities, goals, and principles of equity and inclusivity.

If accommodation is required at any point in the recruitment process, please contact a member of our Recruitment Team. Please note that as part of our recruitment process, candidates in the final stages will be required to complete a background check which may include criminal background, credit, and driver's abstract check.