



AT CWD, OUR AIM IS SIMPLE: CREATE WHAT'S DIFFERENT

Do you thrive in a dynamic work atmosphere? Are you driven by innovative and forward-thinking ideas? Are you inspired to Create What's Different on a daily basis?

Then you've got what it takes to succeed at CWD.

National Sales Manager (USA and Canada)

We are looking for a fast paced and dynamic National Sales Manager to join our team for the Levana (Baby) and Defender (Security) brands. You will develop, analyze and manage sales objectives while leading, developing and coaching a high performing sales team.

<https://www.mylevana.com/>

<https://www.defender-usa.com/>

Essential Duties & Responsibilities:

Sales Development

- **Purpose:** Develop, implement and lead the strategies to meet and exceed sales objectives for our retail accounts (B2B) and direct sales via our brand websites (B2C)
- **Forecast Inventory:** Responsible for effectively forecasting inventory

Sales Analysis

- **Action Plan:** Analyze reports on sales, returns, inventory levels, forecasts, current trends competitor analysis, and provide recommendations to the Managing Director

Account Management

- **Revenue Generation:** Develop and implement strategies to maximize revenue from key channels
- **Rapport Building:** Build and maintain relationships with national and key independent accounts
- **Account Maintenance:** Proactively review existing accounts to maximize opportunities
- **Account Excellence:** Provide ongoing account service, including project management, fulfilment requests, and general client communications
- **Store Training:** Conduct product training with accounts as required

Account Analysis

- **Audits:** Conduct web and store audits to identify item sale variances audits, YTD sales analysis, media, stock out/discontinued items, and other relevant issues

Leadership

- **Team Management:** Manage the sales team to achieve and/or exceed their assigned goals and objectives utilizing sound management tools and practices to inspire and empower them to grow the business

Other

- **Domestic and International Travel:** Participate in trade shows and meet with accounts throughout the USA and Canada

Education/Experience:**Technical**

- Post- secondary education in Business Administration (Sales & Marketing) or a related field
- Minimum of 5 years of proven sales experience in a related environment
- Previous leadership experience in a team environment
- Previous experience with retail channel sales and eCommerce sales is a must
- Thorough understanding of consumer electronics
- Experience with inventory and sales analysis and forecasting

Cognitive

- The ability to multitask, learn quickly, and easily adapt to a fast-paced environment

Emotional

- Outstanding communication, coaching, and relationship building skills
- Passion for technology

Candidates who reside within a 45 minute commute of our office will be given preference.

CWD is an equal opportunity employer committed to inclusive, barrier-free recruitment and selection processes and work environment. We will accommodate the needs of the applicants under the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act (AODA) throughout all stages of the recruitment and selection process. Please advise the Human Resources Department to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation measures will be addressed confidentially.

ABOUT US

CWD designs, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- * Baby Safety Devices
- * Do-it-yourself Video Security
- * Wireless Connectivity Products
- * Home Theater Audio
- * Retro Music Systems
- * Clock Radios
- * Karaoke Systems

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.