



DIRECTOR OF SALES & MARKETING



EMPLOYMENT OPPORTUNITY:

Director of Sales & Marketing

ABOUT THE ORGANIZATION:

THE BEGINNING

Super Steel LLC is a Milwaukee-based company with a storied past, an exciting re-emergence and an even brighter future. Established in 1923, Super Steel Products Corporation (SSPC) began and operated as a small metal fabrication "Job-Shop". In 1966, the company was purchased by a local group of individuals led by Fred Lubber. With these humble beginnings and only thirteen employees, the company then moved to a larger facility and launched an aggressive growth and capital improvement strategy. In the decades that followed, SSPC emerged as a leading contract manufacturer of engineered metal components and assemblies globally serving a broad range of industrial customers. By the early part of this decade, Super Steel had grown to a major concern with more than 700 employees.

THE CHALLENGING PERIOD

In 2006, SSPC was sold to a management group via a leveraged buyout transaction. Unfortunately, under difficult market conditions and specific, solvable organizational issues, the business subsequently struggled and was forced into receivership in 2010.

THE EXCITING RE-EMERGENCE: SUPER STEEL, LLC

Promptly after filing for Receivership, SSPC obtained the necessary funding to continue operations while pursuing a restructuring process under new ownership. In May 2010, SSPC assets were acquired by the Lubber Family via the newly created entity, Super Steel LLC (SS). With the new ownership, Paul Lubber, President and CEO brings over 20 years of manufacturing experience. Under his leadership, Super Steel is focused on reemerging as a best in class contract manufacturer.

The business is being successfully repositioned through building upon proven strengths within the Freight Rail and related industries--- but also returning to its historical proven core business. Super Steel LLC aggressively pursues new opportunities to provide contract manufacturing services to leading OEM's of highly engineered, complex, turnkey metal fabrications and assemblies.

Super Steel is committed to strong growth. With a private, experienced ownership structure (bringing with it a solid capital structure and no bank debt), a talented leadership team, significant operational improvements already accomplished and a strong leadership team, the company is poised for aggressive growth.

SUPER STEEL'S KEY COMPETITIVE ADVANTAGES

- Reduced Overall Cost Structure
- Competitive Business Operating/Cost Model with Transparent Customer Pricing
- Industry Specific Value-Added Engineering Expertise
- Increased Flexibility within Operations to Support Customer Schedules
- Focused Business Strategy with Mutually Beneficial Customer and SS Partnerships
- Participation in Customer Cost Reductions and Business Optimization
- Aggressive Investment Plan Committed to Capital Equipment, Technology, and Continuous Improvement
- Immediate Availability of Medium to Heavy Fabrication Capability and Capacity
- Industry Specific Value-Added Engineering Expertise
- Increased Flexibility within Operations to Support Customer Schedules
- Employ a Highly Skilled, Motivated, and Productive Group of Manufacturing Team Members Held to Industry Leading Performance Metrics

KEY STRATEGIC ELEMENTS

- Stable, Industry Proven Leadership/Management Team
- Mutually Successful Partnerships with Leading Industrial OEM Customers
- Optimize Cost Structure with Business Volumes to Achieve Profitability
- Drive Organizational Best Practices Through Continuous Improvement Initiatives
- Strategic Partnerships and Alliances with Key Suppliers
- Highly Skilled, Motivated, and Productive Group of Manufacturing Team Members Held to Industry Leading Performance Metrics

For more information about Super Steel, please visit: www.supersteel.com

ABOUT THE POSITION:

This is the top sales and marketing position at SS and reports directly to the Chief Operating Officer. The position is responsible for the leadership of sales, marketing and business development. As such, the successful candidate will have a unique opportunity to facilitate Super Steel's growth and contribute in Super Steel's provision of contract manufacturing services to leading OEM's of highly engineered, complex, turnkey metal fabrications and assemblies. The position will also be responsible for assisting with the development of the Super Steel's marketing plan to including branding, both internally and externally.

SELECTED JOB DUTIES:

- Develops Sales and Marketing strategy
- Manages, mentors, develops and directs sales team; determines appropriate performance, expectations and metrics
- Brands Super Steel based on new company vision to internal employees and external
- Customers, suppliers and government entities and aligns branding with the strategic goals
- Identifies and defines key management metrics and works to communicate metrics to the sales team
- Quantitatively analyzes and evaluates effectiveness of sales, methods, costs and results
- Identifies key market and customer intelligence information; stays informed of market conditions, competition and current pricing trends
- Researches, identifies and evaluates new business opportunities and develops a strategy to communicate opportunities internally and to new and current customers to improve the overall profitability of Super Steel
- Determines customer coverage model
- Identifies and implements new market selling activities, including marketing, advertising, trade show presence

- Plans and executes customer call schedules; seeks out and targets new customers and new sales opportunities; ensures sales team drives revenue success
- Builds strong partnerships within the industry and customer base
- Implements appropriate pricing policies, works out pricing calculations, submits quotes and negotiates prices
- Oversees the communication with engineering, accounting, manufacturing and materials personnel on product development and to recommend features or enhancements to specific product lines, ensuring the final product meets with pre-established definitions
- Provides strong after the sales support and customer service

PERSONAL ATTRIBUTES:

- Effective leadership, coaching and training skills to instill a sense of urgency, resolve problems, and make decisions quickly, toward the ultimate goals of fulfilling the organizational mission and delivering superior results.
- Flexibility to anticipate changes and adjust accordingly in a fast-paced environment where priorities change constantly.
- Excellent interpersonal, verbal and written communication skills, including strong presentation skills.
- Strategic vision to define a desired future state for an organization, and guide it through to that future state.
- Strong analytical, organizational and time management skills.
- Exemplary integrity, serving as a role model in exuding trust and honesty, and maintaining the highest professional standards.
- Strong relationship-building skills for all constituents including staff and clientele.

QUALIFICATIONS:

- 15+ years of sales leadership experience in a heavy manufacturing environment (or closely aligned metals sector)
- Strong track record of success in new sales development and building strategic partnerships
- Recognized, strong relationships established with OEM organizations
- Strong business development, estimating, quoting, pricing and negotiation skills
- Proven leadership, strategy implementation, teamwork and collaborative skills
- Passion for success, for building Super Steel and for our customers' success

JOB LOCATION:

The position is located in Milwaukee, Wisconsin. It requires current residency in, or willingness to relocate to, the Milwaukee metropolitan area.

Just 90 miles north of Chicago, Milwaukee is the largest city in the state of Wisconsin, with more than 600,000 residents. Known for its lakeside and ethnic festivals and huge breweries, Milwaukee is rich in historical and cultural attractions. It is the main social and economic center of the Milwaukee-Racine-Waukesha metropolitan area, which has a total population of around 2,000,000.

The Milwaukee metropolitan area ranks fifth in the United States in terms of the number of Fortune 500 company headquarters as a share of the population. Located along the shores and bluffs of Lake Michigan, Milwaukee offers countless opportunities to enjoy a prosperous career, operate a successful business, and enjoy favorite pastimes. Boating and water sports on Lake Michigan and Milwaukee's surrounding lakes, taking in a Brewer game at Miller Park, and camping in the many state parks around the region are just a few examples of what Milwaukee has to offer. The recreational opportunities in this breathtaking natural environment are endless.

For more information about Milwaukee's advantages as a place to live, please visit:

<http://city.milwaukee.gov/home>

<http://www.visitmilwaukee.org/>

APPLICATION AND SELECTION PROCESS:

Super Steel has retained **QTI PROFESSIONAL STAFFING, INC.** to conduct the search for its Director of Sales & Marketing. QTI Professional Staffing is a specialized recruiting division of The QTI Group, a comprehensive human resources advisory services firm founded in 1957. QTI is a Wisconsin based organization with fourteen offices including Madison and Milwaukee.

Qualified individuals interested in being considered for the position are invited to send a cover letter with salary expectations and a resume to:

QTI Professional Staffing
702 East Washington Avenue
Madison, WI 53703
(608) 232-2650

Or

QTI Professional Staffing
8112 Bluemound Rd.
Suite 100
Milwaukee, WI 53213
(414) 777-7788

To apply via email, please attach a resume in MS Word format:

professionalstaffing@qstaff.com

The opportunity requires US work authorization.

Super Steel and QTI Professional Staffing, Inc. are Affirmative Action/Equal Opportunity Employers.