

Director of Sales - OEM & Channel Sales Growth

New Brunswick, NJ · Full-time · \$160k–180k

Director of Sales – OEM & Channel Sales Growth

Location: New Brunswick, NJ; 100% Onsite

Base Salary: \$160,000-\$180,000 + Bonus; (OTE: \$220,000-\$260,000+)

Benefits: Medical Insurance, SEP-IRA with employer match, Holidays, Vacation

Job Type: Full-Time

Travel: 15–20%, primarily air travel throughout the U.S. & Canada

Sponsorship is not available

Director of Sales – OEM & Channel Sales Growth – Description

Our client, a privately owned manufacturer of electronic and electrical products, is seeking a Director of Sales to join their team in New Brunswick, NJ. With more than 30 years in business, 12 employees, and over \$14 million in annual revenue, the company has built a strong reputation for delivering engineered products and customized solutions to commercial and industrial customers. Its diversified Fortune 500 customer base and repeat business provide the stability of an established organization with the autonomy and impact of a small, entrepreneurial team. This role offers a unique opportunity to work closely with the ownership team as one of the co-owners and current sales leaders prepares to transition out of day-to-day operations over the next 18-24 months. Initially focused on sales and business development, the Director will build customer relationships, drive new business, manage key accounts, and support complex projects from quoting through production while learning the business and taking on broader commercial responsibilities.

Over time, the role will expand into commercial strategy and business leadership, **with a planned path to Vice President and ultimately General Manager, offering the opportunity to help shape the company's future direction.**

Director of Sales – OEM & Channel Sales Growth – Responsibilities

- Develop strategies to grow existing OEM accounts and identify new business opportunities
- Manage direct sales activities with OEM customers from prospecting through close
- Build relationships with independent manufacturing reps and drive territory growth
- Meet regularly with manufacturing reps to review performance and identify opportunities
- Lead sales from customer requirements and quoting through negotiation and production
- Partner with customers on product specifications, technical requirements and custom projects
- Identify new markets, customers and channels for continued growth
- Develop pricing strategies and evaluate margins and profitability
- Track sales performance, forecasts and pipeline activity across all sales channels
- Work closely with ownership on long term commercial strategy and business growth
- Over time, assume broader leadership responsibilities across the organization

Director of Sales – OEM & Channel Sales Growth – Qualifications

- Bachelor's degree required
- 5+ years of selling **electronic, electrical, or electromechanical components or applications**
- Extensive experience managing the full sales cycle with a consultative sales approach
- **Strong business acumen**, including pricing strategy, margin management, and profit analysis
- Background **developing and executing commercial strategies to drive sales growth**
- Willingness to travel around 20%, primarily one week of overnight travel every six weeks

Apply: <https://twonice.hire.trakstar.com/jobs/fk0zt54/?apply=true>

Your search team



Patrick Cahill
President



Joanne Santos
Sourcer



Anne Dove
Senior Recruiter



Laura Selling
Client Manager