



**NOW HIRING
CAREERS AT AKA**

SALES MANAGER – NORTH AMERICA

Employment: Full Time | Reports To: Director of Sales | Location: Montague, PEI

ABOUT THE ROLE

In this senior role, the incumbent will be a key contributor to our sales and business development activities across Canada and North America. The Sales Manager will lead and manage regional sales and marketing initiatives, strengthen market presence, and provide strategic input to support the company's long-term direction and growth.

PRIMARY RESPONSIBILITIES SALES AND ACCOUNT MANAGEMENT

- Develop and execute sales and marketing strategies to expand AKA's market share in Canada and North America.
- Establish and achieve measurable sales targets and growth objectives.
- Build, maintain and strengthen relationships with key customers; identify opportunities to enhance service delivery and respond effectively to customer requirements.
- Develop and apply a detailed understanding of clients' operations and objectives; formulate innovative solutions that meet customer needs while increasing AKA revenue.
- Ensure customers realize maximum value from their investment in AKA products and services, both proactively and reactively.
- Identify, qualify and pursue new business opportunities that support ongoing growth and profitability.
- Prepare, negotiate and submit proposals and contracts; close sales and deliver results that contribute meaningfully to revenue performance.
- Promote AKA solutions and services, expand existing offerings, and identify profitable opportunities for growth.
- Deliver technical sales presentations to a range of clients.
- Maintain competitive intelligence within relevant industries; assess AKA's position against competitors and monitor emerging trends to ensure product and service competitiveness.

MANAGEMENT ACTIVITIES

- Plan, develop and establish operational goals, policies and strategic priorities in alignment with company leadership.
- Identify and implement best practices for managing AKA's sales and marketing activities across the region.
- Monitor progress toward corporate and marketing objectives; assist in setting priorities, providing direction, and taking corrective action as required to strengthen performance.
- Contribute to the design, development and implementation of new or enhanced AKA products and services that improve market positioning and expand share.
- Oversee, mentor and support regional staff; evaluate performance, provide constructive feedback, and identify training and development needs.

EDUCATION AND EXPERIENCE

- Strong technical and/or engineering background supported by formal training and practical experience.
- Extensive knowledge of condition monitoring and asset management technologies (software, hardware and methodologies).
- Minimum 10 years of management experience in a sales or marketing environment.
- Significant experience in developing and executing sales strategies and business plans.
- Demonstrated leadership experience.

SKILLS

- Deep knowledge of sales techniques, especially relationship-based selling and customer management.
- Excellent technical writing, communication and presentation capabilities.
- Bilingual proficiency (French and English) considered an asset.
- Strong negotiating, interpersonal and customer relations skills.
- Proven analytical, problem-solving and decision-making abilities.
- Ability to assess client requirements and create innovative, practical solutions.
- Proven ability to manage diverse workloads and prioritize effectively to meet deadlines.
- Strong personnel management and team-leadership capabilities.
- High technical aptitude in industrial environments.
- Proficiency at the intermediate level with MS Office (Word, Excel, Outlook, Access).

POSITION LOCATION

- This position is based in Canada.
- The incumbent will perform duties from AKA offices, customer locations or project sites throughout Canada, the United States and other global regions where AKA conducts business.
- Regular travel, including extended periods, will be required.



HEADQUARTERS
PO Box 577
23 Brook Street
Montague, PE
Canada COA 1R0

LOCATIONS
North America - Canada
Asia - Singapore
Europe - MAN Partnership

CAREERS INFO
www.aka-group.com/careers/career-search/
www.aka-group.com

