

**CONTACT:**

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**Bishop-Wisecarver Corporation**  
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**VICE PRESIDENT OF MARKETING**

You are a seasoned and creative Vice President of Marketing leader with a solid background in brand management, marketing communications and planning, product development, strategic analysis, and partnering with sales to grow and exceed revenue targets.

This position is part of our Executive Leadership Team and reports to the President.

As the Vice President of Marketing you would be responsible for:

**A. Strategic Planning**

1. Collaborate with the VP of Engineering, VP of Sales, and VP of Manufacturing on short- and long-range goals for product development based on market and customer needs.
2. Develop annual marketing plans for achievement of goals in collaboration with the VP of Sales and VP of Engineering.
3. Develop and implement plans to identify the needs of key strategic market segments, customers and methods for acquiring significant penetration and shares.
4. Direct identification and analysis of market and customer trends for development of new products and improvement of existing products.
5. Analyze product life cycles and identify appropriate courses of action. Gain thorough knowledge of the Industry's processes, trends and applications for BWC products and services in order to drive product innovation appropriately.
6. Direct and manage any cross-functional projects that require a marketing lead in support of corporate goals.
7. Direct maintenance and development for BWC's strategy for bwc.com and all social media.

**B. Marketing Management**

1. Create, direct and implement annual marketing, media and collateral plans.
2. Direct assessment of competitor's strategies, products and impact on the marketplace.
3. Direct market research efforts to identify and meet customer needs in order to further company brand equity.
4. Assess the marketing and media mix and change as appropriate.
5. Develop new initiatives to enhance or improve market penetration.
6. Maintain of the BWC's marketing and CRM databases. Develop strategies for targeted marketing campaigns.
7. Oversee data extraction, list or lead generation and evaluating effectiveness of marketing campaigns.
8. Manage staff to accomplish organizational goals.

9. Coach, mentor and professionally develop on an ongoing basis a cohesive, high performance Marketing Team.
10. Establish annual pricing to meet revenue goals.
11. Direct Brand Management and Product Life Cycle Strategies.
12. Direct Channel Marketing Strategies.

**C. Cross Functional Support**

1. Actively participate on Executive Leadership Team as representative of customer point of view.
2. Collaborate with VPs and Senior Managers in support of company initiatives.
3. Collaborate with Controller and VP of Manufacturing on financial and operational matters.
4. Communicate globally to the organization about market conditions and marketing initiatives.
5. Collaborate with Human Resources Manager to recruit, hire and develop Marketing staff.

**D. Budget & Financial Management**

1. Establish, monitor, and control annual marketing budget. Revise as necessary.
2. Collaborate with the Vice President of Sales to forecast revenue against expenses to ensure company profitability.

**And you will have:**

- College Degree required; Bachelor's Degree in Marketing or Engineering (Mechanical preferred.)
- Minimum 10+ years experience in B to B and industrial experience in the Bearing, Motion Control or Automation Industries.
- Proven track record collaborating with sales department to obtain revenue and profitability goals.
- Experience with managing sales through distribution channels.
- 8 to 10 years management experience overseeing all aspects of Marketing including media, PR, social media, collateral, communications, product life cycle, brand management, and analysis in a CRM environment.
- Depth of experience in strategic planning and project management.
- Requires travel to locations throughout North America and some international destinations as need. At times could require 25% to 60% of overnight travel.
- Proficient is using databases, pivot tables, and the manipulation of data and creation of reports.
- Trained in or have working knowledge of LEAN and continuous improvement processes ideal.
- Excellent verbal and written communication skills, along with superb presentation skills
- Advanced MS Office applications skills.

Encouraging our customer's imaginations through linear and rotary motion innovations since 1950, Bishop-Wisecarver Corporation is a second generation woman-owned manufacturing company that specializes in linear, rotary and curved track guided motion technology and custom engineered solutions. Bishop-Wisecarver is the original creator of the DualVee® guide wheel technology and we offer tough yet cost effective solutions that provide supreme

performance advantages. Visit us online at [www.bwc.com](http://www.bwc.com) and connect with us through Twitter, Facebook, YouTube and Blogger.

If this opportunity matches your background and career goals, please email your current resume with a cover letter outlining your professional goals, where you found this ad, and your salary history and salary requirements to:

Katie Mendoza, HR Manager  
Bishop-Wisecarver Corporation  
Pittsburg, California  
E-Mail: [hr@bwc.com](mailto:hr@bwc.com)

Please include "VP of Marketing" in the subject line

**In the interest of time, your cover letter, resume, salary history & salary requirements, and incentive compensation MUST be included for your candidacy to be advanced.**

Bishop-Wisecarver Corporation is an Equal Employment Opportunity/Affirmative Action Employer. We are committed to creating a diverse environment. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.