



**We're building toward \$100M—and we need a sales leader who's built that kind of machine before.**

This is not a “keep it running” job. This is a full-system rebuild. We're looking for a **VP of Sales** who can roll up their sleeves, get in the trenches, and lead from the front—while also being strategic enough to design, test, and scale a national sales organization across fire, EMS, and law enforcement.

You'll report directly to the CEO and work closely with our COO and have a Revenue Operations Manager as a tool in your toolbelt. You'll inherit a team of 10, but we expect the org to at least double, possibly triple, over the next few years. The team today is flat and blended across markets—you'll need to re-segment it, bring structure and accountability, and decide whether to build layers or blow up the model entirely. We're not precious about how it's always been done—we care that it works.

Our products are deeply technical—vehicle lighting systems used by first responders—and our customers are steeped in tradition. The culture, pace, and psychology of this market are unique. You'll need to understand the nuance, know what a fire chief actually cares about, and know how to build credibility in an industry that doesn't tolerate BS. If you've worked for a fire apparatus manufacturer, an upfitter, or a public-safety-focused supplier, that's a huge plus.

This is an executive-caliber role, closer to a **Chief Sales Officer** than a traditional manager. You'll be responsible for top-line growth **and** divisional performance. You will have ownership of both markets - fire and EMS, and be expected to balance them for long-term health.

### **What You'll Be Doing**

- Leading and scaling a sales org of 10+ reps (and growing), segmented by market: Fire, EMS, Law Enforcement
- Spending 50–60% of your time in the field: trade shows, rep ride-alongs, dealer visits, and OEM meetings
- Coaching, challenging, and holding the outside team accountable to high performance standards
- Managing the sales team department budget

- Reworking comp plans, performance metrics, and structure to drive results while maintaining team morale
- Driving strategic deals—particularly with OEMs and major fleet upfitters—alongside brand SMEs
- Guiding product roadmap decisions based on customer feedback, rep input, and your own market sensing
- Owning the dealer/distributor program model, compensation structure, and national footprint strategy
- Recruiting top talent constantly, while making the tough calls to exit underperformers quickly and cleanly
- Acting as a force multiplier—someone who brings energy, clarity, and motivation to the team

### **Who You Are**

- You've built and led high-performing sales orgs before—this isn't your first transformation
- You're technical enough to spar with engineers and not get snowed by product complexity
- You're field-oriented—you believe leadership happens shoulder-to-shoulder
- You understand how municipal buying works and how this industry makes decisions
- You're wired for structure, org design, and accountability—but not afraid to rip up the model and pivot
- You know how to build and negotiate a deal—and how to guide others to do the same
- You're financially fluent and can prove your plan with a spreadsheet before you ask for budget
- You're credible in both a chief's office and a boardroom—and know the difference in tone between the two

## What You Won't Need

- A degree. We're not interested in academic credentials. We don't think school teaches you how to do this job, and we've got zero tolerance for credential inflation. We care that you know how to lead, how to sell, and how to deliver. That's it.

## Tools You'll Use

We're built on:

- **Hubspot** (CRM)
- **SAP BusinessONE** (ERP)
- **Asana** (Project management)
- **Slack, Dropbox, O365, Aircall**

You'll work in an all-Apple ecosystem. If you're a "PC only" person, we're not your shop.

## Location & Travel

- Preferred: Hendersonville, NC (HQ)
- Remote is okay **only** if you live near a major airport and commit to regular, heavy travel
- Expect 50–60% travel: field work with reps, industry events, OEM meetings, and strategic site visits

## Final Word

We're a fast-moving, founder-led company with a mature foundation and startup intensity. We don't sit still. If you need things to be perfectly organized before you act, this probably isn't your gig. But if you like to move fast, build from first principles, and know how to win in a technical sales environment—you'll have the freedom, resources, and authority here to do your best work.