

## **DIRECTOR OF SALES FREEMAN**



### **COMPANY HISTORY**

Since 1927, Freeman has been a pioneer in the conventions and events industry by producing events for their clients that facilitate face-to-face marketing.

Founded by Donald S. “Buck” Freeman, the company has grown to be the premier full-service contractor for expositions, conventions, corporate events and exhibits with offices in 27 cities throughout North America.

Led by Donald S. Freeman, Jr., son-in-law Joe Popolo and daughter Carrie Freeman-Parsons, the company remains privately held by the Freeman family and its full-time employee-owners through their Employee Stock Ownership Program. Freeman consistently maintains an excellent financial reputation with the highest possible Dun & Bradstreet rating available.

Today, Freeman provides a complete range of event services, including overall show design and décor, graphics production, corporate event services, exhibit design and fabrication, installation and dismantle services, carpet and furnishings, audio visual presentation technologies, theatrical stage rigging, electrical services, exhibit program management and transportation services.

The depth of Freeman’s resources allows the company to effectively produce events of all sizes:

- Over 3,700 full-time employee owners
- Over 28,000 part-time employees per year
- More than 5 million square feet of office and warehouse space
- Full-service production facilities including design centers, 4-color large scale digital graphics capabilities, carpentry and paint shops, exhibit fabrication facilities, electrical services, and complete freight transportation, material handling and rigging capabilities
- Audio visual and presentation technology services

Since its inception, the company stands by the motto that Buck Freeman championed:

*“Nothing great was ever achieved without enthusiasm.”* -- Ralph Waldo Emerson

## **COMPANY OVERVIEW**

Freeman is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events, and exhibits. Founded in 1927, the company is headquartered in Dallas, Texas, with offices in 41 cities across North America. The company remains privately held by the Freeman family and over 4,000 employee owners through an Employee Stock Ownership Plan. In 2006, they produced over 3,900 trade shows, including 100 of the largest 200 U.S. trade shows, and over 10,000 other events of all sizes worldwide.

The company's full-service solutions include event design and production, communications content development, execution, and measurement; logistics planning and on-site coordination; large-scale digital graphics and banners; furnishings, flooring, and décor; event staging; audio, video, lighting, projection, digital services including presentation management; simultaneous interpretation; entertainment; theatrical and heavy equipment rigging; exhibit construction and program management; installation and dismantle services; electrical and utilities; global freight transportation and material handling services.

*For additional information about Freeman and the Freeman family of Companies  
please visit [www.freemanco.com](http://www.freemanco.com)*



## **POSITION SUMMARY**

The Director of Sales will develop, recruit and motivate the Account Executives and will develop their own new targeted corporate accounts to increase revenue for existing Freeman accounts. This position requires a strong ability to motivate and direct account executives and develop new-targeted corporate accounts. He or she will penetrate multiple levels within targeted organizations and will need to effectively communicate Freeman's robust product and service offerings and will need to possess the ability to deliver what is promised. Experience with negotiating new contracts and managing established contract terms is required. Bachelor's degree or a minimum of 10 years of related industry experience is required for this position. Frequent travel is required. The duties may increase or decrease at any time at the discretion of management. This position will be based in Dallas.

## **DUTIES AND RESPONSIBILITIES**

- Direct, develop, train, recruit and motivate Account Executives
- Achieve office and personal goals and objectives
- Assist direct reports in targeting and closing business opportunities
- Develop new Corporate Account revenue
- Increase revenue from existing Freeman Corporate Accounts
- Initiate business opportunities at large corporate organizations; penetrate multiple levels of target organizations
- Develop key relationships and maintain overall customer satisfaction
- Provide regular forecasting and account status reports to Freeman Corporate Accounts management team, coordinate with members of Corporate Team
- Negotiate contracts and manage established contract terms and conditions

The position requires an individual that will act and function in a consultative manner. This individual will add value to a customer's organization. The customer will rely on this individual to define, recommend and assist in establishing an enhanced and more efficient method of creating and exercising the Freeman products and services for their trade show and event marketing program.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position requires the skills and capability to:

- Develop strategy for initiating and penetrating individual target accounts and assist with the same strategy with direct reports

- Effectively communicate Freeman's robust product and service offering with customer personnel ranging from VP of Marketing to trade show personnel to event staff to purchasing and procurement managers
- Uncover and identify new revenue opportunities
- Implement customer strategy and determine tactical elements to support
- Collaborate with customer at all levels to define expectations and ensure clear understanding of those expectations by all parties
- Ensure delivery of all contract commitments
- Ensure consistency of the operational approach, branch-to-branch, show-to-show
- Understand customer's brand, image requirements, message delivery practices and marketing position in order to offer creative solutions to achieve the customer's marketing objectives as they relate to use and exercise of Freeman products and services
- Continuous and consistent marketing of Freeman's value added services
- Identify for customers how Freeman's products and services provide an advantage vs. other alternatives in the marketplace.

#### **ADDITIONAL SKILLS NEEDED**

- Ability to lead by example, direct and motivate a team of seasoned sales individuals while carrying their own individual revenue goal
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, proposals, business correspondence, and procedure manuals. Ability to effectively present information to and respond to questions from groups of managers, customers, and the general public. Ability to read construction plans, set-up drawings and floor plans.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

#### **PHYSICAL DEMANDS / WORK ENVIRONMENT**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to sit or stand, walk, and, talk or hear. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms. Specific vision abilities required by this job include close and distance vision. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms.

- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The office environment is usually quiet. While at show site, the employee may encounter loud noise, extreme temperatures, and be near moving machinery and toxic fumes. The employee will be required to work very long hours as needed.

**KEY CHARACTERISTICS NEEDED**

- Previous management experience
- Ability to build and maintain unshakeable relationships
- Extremely organized
- Someone who can think, relate, and act quickly and easily to any situation
- The position requires an individual that will act and function in a consultative manner
- Must be a self starter with the ability to hit the ground running

*For consideration of this opportunity, please e-mail resume with cover letter, including salary history to: Brent Lubahn, Executive Recruiter with SearchWide  
[lubahn@searchwide.com](mailto:lubahn@searchwide.com) 817.283.0530*