

**VICE PRESIDENT OF NATIONAL SALES
FREEMAN**

(Based in San Francisco, CA or Chicago, IL)



Freeman is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events, and exhibits of all sizes.

COMPANY OVERVIEW

Freeman (www.freemanco.com) is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events and exhibits. Customer driven, Freeman offers a total package of solutions to our customers, with a scope of products and services unmatched by the competition. By empowering our employees to make educated, strategic decisions Freeman delivers reliable, consistent problem solving solutions that our customers have come to rely on. With 40 offices in North America, Freeman produces more than 3,000 expositions annually, including 102 of the largest 200 U.S. trade shows, and more than 10,000 other events worldwide. The company has received numerous awards recognizing outstanding efforts in industry leadership, customer service excellence, creative design, community service, innovation and customer-driven partnerships.

POSITION SUMMARY

Strategically develop high level, new client relationships, soliciting all of Freeman's core services (corporate services, exposition services, audio-visual services and production, etc.). The primary focus will be developing very strategic account strategies with a concentration on new account development while providing strategic input to Freeman's executive team to continually move the company forward. Maintain high visibility for Freeman in the industry through board and committee participation. Act as the ambassador for core ideals and philosophies of Freeman throughout the company and industry. Depending on the individual and previous experience, additional responsibility assisting with the development and mentorship of the national sales team on selling strategies to target accounts and development and support of sales training initiatives. This position will be based in San Francisco and/or Chicago and will report to the regions Sr. Vice President, National Sales Group.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Sales:

- Sales Volume or Goal – \$10 million or more annually strategically selling all of Freeman’s core services
- Actively engaged in the hunt. Makes a constant effort to find new business and prospect customers through cold calls, networking, and/or referrals. Compiles and maintains list of prospective national sales leads.
- Travel to call on existing and prospective customers to solicit future business.
- Quotes prices and credit terms for orders obtained.
- Prepares sales collateral and makes face to face presentations to high level clients when necessary. Modifies collateral as required to close the sale.
- Entertains clients and facilities as necessary.

Miscellaneous:

- Prepares reports of business transactions.
- Keeps track of travel expenses and submits travel expense reports as required.
- Follows-up on customer complaints and collections as necessary.
- Represents Freeman to internal personnel and external contacts in a loyal, ethical, and moral manner.
- Performs other duties as may be assigned.

CORE COMPETENCIES

- *Customer Service:* Responds promptly, effectively, and efficiently to internal and external customer needs. Manages difficult or emotional customer situations. Recognizes sense of urgency in responding to customers needs.
- *Dependability:* Commits to long hours of work when necessary to reach goals.
- *Ethics:* Works with integrity and ethics. Upholds organization's standards and values.
- *Multi-Tasking:* Ability to multi task and juggle priorities within allotted timelines. Manages a variety of responsibilities in a timely, efficient manner.
- *Organizational Support:* Supports organization's goals and values. Follows policies and procedures. Understands the environment and culture of the company as well as the trade show and convention industry.



JOB SPECIFIC COMPETENCIES

- *Analytical*: Synthesizes complex or diverse information using intuition, research and experience to complement data provided. Reviews & analyzes a wide variety of information and recommends a specific course of action.
- *Communication*: Expresses thoughts clearly, both verbally and in writing. Listens and understands the views of others.
- *Critical Thinking*: Uses logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- *Decision Making*: Considers the relative costs and benefits of potential actions to choose the most appropriate one. Makes decisions while exhibiting judgment and a realistic understanding of issues.
- *Drive*: Identifies and accomplishes challenging objectives or personal goals.
- *Executive Management Skills*: Capability to lead, manage and coordinate business organizations responsible for sales, profit and growth under the Freeman corporate banner.
- *Initiative*: Looks for and takes advantage of opportunities. Maintains a high level of interest and enthusiasm for job responsibilities. Has demonstrated record of being a self-starter and self-motivated.
- *Innovation*: Meets challenges with resourcefulness. Presents ideas and information in a manner that gets other's attention.
- *Leadership*: Uses appropriate interpersonal styles and methods to guide individuals or groups toward achieving results.
- *Persuasiveness*: Utilizes appropriate interpersonal styles and methods to gain agreement or acceptance of an idea, plan, activity or product.
- *Presentation Skills*: Ability to define, create and deliver professional presentations and speeches on behalf of Freeman to all levels of customers, industry experts and press organizations. Also includes the ability to present one's own self in a professional, persuasive, and knowledgeable manner.
- *Project Management*: Manages and schedules team's activities to achieve desired outcomes. Establishes a course of action for self or others to accomplish a specific goal.
- *Time Management*: Manages one's own time and the time of others effectively to achieve desired results in a timely manner.

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.

- Minimum (10) years experience in the solicitation and management of complex strategic or national accounts (experience in the meetings industry is desired but not mandatory)

- Must possess exceptional communications skills with all levels of employees and customers
- New business development skills in the corporate and association market
- Must have ability to tie strategic initiatives on multiple service offerings for customers
- Leadership skills in San Francisco based positions is strongly desired
- Excellent presentation skills
- Strategic selling that can be proven through sources or references
- Must have a collaborative approach to account development, solicitation and internal requests
- Ability to organize workload and accounts through Freeman's CRM
- Must be willing to travel as needed
- Hours are not set, must be willing to work weekends, long days as needed
- Four year college degree required, MBA preferred
- Able to participate in company sponsored continued education
- Has proven the ability to successfully lead account teams on single opportunities over \$5 million in revenue.

CERTIFICATES, LICENSES, REGISTRATIONS

- Preferred to have CEM (Certified in Exhibition Management), CPSP (Certified Professional Sales Person) or CRSP (Certified and Registered Sales Professional).

MATHEMATICAL SKILLS

- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

COMPUTER SKILLS

- To perform this job successfully, an individual should have working knowledge of Microsoft Office Suite, Sales Force.com, Internet applications and executive level presentations. Knowledge of the accounting systems is a plus.

PHYSICAL DEMANDS

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; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; drive, climb, balance, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds.

WORK ENVIRONMENT

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 noise level in the work environment is usually quiet. The employee will be required to work long hours as needed.

COMMENTS

The position described above is a general outline of the job's responsibilities and requirements. The duties may increase or decrease at any time at the discretion of management.

COMPANY HISTORY

Donald S. "Buck" Freeman, visionary founder of his namesake company, Freeman, began his career while a college student at the University of Iowa. As a pledge for a national fraternity, he discovered that he enjoyed decorating fraternity parties across campus. The success of decorating fraternity and sorority parties led Buck to form the New Idea Service Company in Iowa City, Iowa, in 1923. The "idea" grew and the company expanded to serve larger universities and state schools.

In 1927, Buck opened the first Freeman Decorating Company (FDC) office in Des Moines, Iowa. The next 15 years led to expansion for FDC through the purchases of other decorating companies. They began to perform work for fairs and small regional events.

During World War II, Buck redirected his work to support the war effort by painting government barracks, hospitals and airport runways. Freeman Contractors, Inc. was formed to handle this special government work, including extensive camouflage work at several training airports in the Midwest.

After the war, Buck continued with his decorating business in the state of Iowa. In 1950, Freeman was asked to build an exhibit at the State Fair of Texas. Buck opened an office and warehouse in Dallas, which eventually became the company's headquarters in 1974. Freeman Decorating Ltd. (FDL), the Canadian division was opened in 1988; in 2001, Hoffend Xposition, a full-service contracting firm, joined the Freeman family of companies.

In 1961, Buck added full-service freight and material handling services through the purchase of Sullivan Transfer Company. In 2003, Sullivan's convention division became part of Freeman Decorating; the specialized rigging and heavy haul division remained a separate entity and is now known as Sullivan Rigging.

With the help of a designer, Buck solicited business for the 1966 International Petroleum Exposition. This laid the groundwork for the establishment of the Freeman Design Display (FDD) division of the company, which officially opened in August 1967. FDD changed its name in April 1989 to Freeman Exhibit Company (FEC).

In 1975, Buck purchased controlling interest in AVW Audio Visual, Inc. A national full-service audio visual company, AVW operates with a complete inventory of audio visual and computer rentals, meeting and corporate event services, custom equipment sales and installation. In 2001, AVW merged with Canadian-based TELAV Audio Visual Services to form AVW-TELAV Audio Visual Solutions, the most comprehensive resource for audio visual and presentation technology needs in North America. In January 2008, AVW-TELAV became Freeman – Audio Visual Solutions.

In 1997, a full-service trade show air freight company, Freeman Air, became the sixth company within the Freeman companies. The company expanded in 1999 to become Freeman Transportation, a full-service global exhibit transportation group, including common carrier, van line, air freight and small package services.

In 2000, Stage Rigging, Inc. joined the group of companies to add another specialized resource. Stage Rigging is a diversified theatrical rigging company that provides a full range of rigging services on a global basis for theatrical tours, corporate events, and expositions.

In 2002, the company added electrical services to its full-service resources with the acquisition of Kerry Technical Services in Toronto. In 2004, they also began to offer electrical and utility services on the U.S West Coast through the acquisition of Independent Electric company.

The Freeman family of companies also includes Party Time Rentals in Ottawa, providing event and catering rental equipment.

Freeman's son, Donald S. Freeman, Jr., was named President of the company in 1972 and currently serves as chairman for Freeman. Don's son-in-law Joseph V. Popolo, Jr. serves as CEO of Freeman, with daughter Carrie Parsons as vice chair and chief marketing officer.

Buck Freeman died on February 5, 1977, after devoting more than 50 years to the convention and trade show industry. In 1985, the Convention Industry Council named "Buck" Freeman one of the original 11 Industry Hall of Leaders for his major contributions to the growth and professionalism of the meeting and trade show industry. In 1993, Don Freeman was also inducted into the Convention Industry Council's Hall of Leaders.

Today, the company Buck founded has consolidated most of its divisions and is simply known as "Freeman." The company continues to produce events that facilitate face to face marketing from 75 offices in 40 cities across North America, providing a complete range of services including overall design and décor, graphics production, logistics and on-site

coordination, exhibit design, fabrication and program management, installation and dismantle services, carpet and furnishings, audio visual presentation technologies, electrical services, theatrical stage rigging, freight transportation and material handling services.

For consideration of this opportunity, please e-mail resume with cover letter, including salary history to: Mark Gnatovic, Vice President with SearchWide gmatovic@searchwide.com 972-906-9118