



# IPEC US Inc

## Regional Sales Manager

**Job Type:** Full-Time

**Location:** Frisco, Texas, USA (with domestic and international travel)

**Reports to:** Director of Commercial Operations

### Company Information

[www.ipecuk.com](http://www.ipecuk.com)

IPEC is a global leader in predictive maintenance solutions, specializing in on-line partial discharge (OLPD) monitoring for medium and high-voltage (MV/HV) electrical assets. Our innovative solutions serve industries including data centers, utilities, oil & gas, and industrial sectors. As part of our expansion into the U.S. market, we are seeking a high-performing Regional Sales Manager to drive growth, build client relationships, and expand our market presence, and develop a strong distributor network.

### The Role

The Regional Sales Manager will be responsible for leading sales efforts in the U.S. market, focusing on developing new business, managing key client relationships, and overseeing sales strategy execution. This role requires a technical sales professional with experience in the power industry and a track record of driving revenue growth.

### Key Areas of Responsibility

#### Business Development & Sales Strategy

- Develop and implement a regional sales strategy to achieve revenue and market expansion goals.
- Identify and pursue new business opportunities in data centers, utilities, and industrial sectors.
- Drive the \$2M new business pipeline for FY 2025-26, aligning with company expansion plans and 20% growth target from following year.
- Lead negotiations and close high-value sales contracts.

#### Distributor Network Development & Channel Management

- Identify, recruit, and establish strategic partnerships with key distributors to expand IPEC presence in the U.S. market.
- Develop and execute a distributor support program, ensuring they have the training, tools, and resources to effectively sell IPEC products.
- Monitor distributor performance, provide coaching, and implement corrective actions when needed.
- Establish joint marketing efforts and sales initiatives with distributors to drive lead generation and sales conversion.
- Conduct regular site visits and sales enablement sessions to strengthen distributor relationships and optimize performance.

### **Sales Development Strategy**

- Establish a robust distributor network by leveraging partnerships to expand market reach and penetration.
- Offer comprehensive technical support and training to distributors and end-users to enhance product knowledge and customer satisfaction.
- Engage in industry events, trade shows, and thought leadership programs to position IPEC as a leading provider of predictive maintenance solutions.
- Develop customized solutions tailored to North American market needs, ensuring compliance with industry standards and regulations.
- Implement targeted marketing campaigns using digital strategies, social media, and direct customer engagement to build brand awareness and capture key prospects.

### **Client Relationship Management**

- Build and maintain long-term strategic relationships with key customers, channel partners, and industry stakeholders.
- Act as the primary point of contact for major accounts, ensuring high customer satisfaction.
- Conduct regular client visits, presentations, and technical demonstrations.

### **Sales Operations & Reporting**

- Track sales performance, market trends, and competitor activities to optimize strategy.
- Prepare monthly/quarterly reports and sales forecasts for management review.
- Represent IPEC at industry trade shows, conferences, and networking events.

## **The Right Person**

This post would suit a resourceful and professional Engineer who is motivated by providing a high quality of support and service to IPEC's sales network across the high voltage electricity transmission and distribution industry.

The post will be adapted to suit the right candidate. Ability, aptitude, and attitude are all more important than specific qualifications or experience, but ability to understand and learn detailed technical concepts is essential.

As a guide, we would expect a suitable candidate to:

- Bachelor's degree in Electrical Engineering, Business, or a related field Have excellent written and verbal communication skills. Including confidence in presenting technical solutions to a wide audience.
- 5+ years of technical sales experience in MV/HV electrical assets, power distribution, or predictive maintenance solutions.
- Strong track record of B2B sales success, including key account management and business development.
- Experience selling to data centers, utilities, and industrial clients is highly desirable.
- Proven experience in building and managing distributor networks.
- Ability to work independently while collaborating with global teams.
- Strong negotiation, communication, and presentation skills.
- Willingness to travel 40-50% within the U.S. and occasionally internationally.
- Have the right to work in the US

## Terms

The salary for this role is depending on experience.

**Benefits include:** Base Salary, Performance based incentives, 401(k) Retirement Plan, Comprehensive Health Insurance, Paid Time Off (PTO) and U.S. federal holidays, Company-sponsored training and professional development, Travel and expense reimbursements.

## Applications

Interested candidates should apply in writing to the HR Manager, Keren Sayers at [jobs@ipec.co.uk](mailto:jobs@ipec.co.uk)

Applications should include:

- A comprehensive and up-to-date CV
- A covering email/letter summarising your interest in the post and demonstrating your ability to match the criteria outlined.
- Details of your current salary and notice period.
- Contact numbers for referees, which will be used with discretion.

**Selection Process:** The applicants with the most relevant experience will be invited for an initial discussion with Director of Commercial Operations, Sai Mynampati and Regional Sales Manager Sam Roe. Round 2 will be with Business Development Director, Carl Eastham; and the Managing Director, Colin Smith.

**Time frame:** It is expected that the successful candidate will be in post before the end April 2025, ideally sooner.