



by:  
**Alumen<sup>8</sup>**  
Energy Lighting Products

# AMERILLUMBRANDS

AMERILLUMBRANDS was formed as Amerillum Corporation in 2001. After 15 years of previous experience in a regional lighting retrofit company, the founders launched Amerillum Corporation as a comprehensive lighting manufacturing company with a focus on energy savings, serving the Southwestern U.S. Since then, the company has grown into a supplier of energy efficient lighting throughout North America.

The moniker **AMERILLUMBRANDS**, signifies the emergence of the company as a design and manufacturing operation targeting numerous segments of the lighting market. Two divisions encompassing three brands define the current scope of market orientation:

The **a · l i g h t** division & brand is directed to the high-end architectural market;

The **Alumen<sup>8</sup>** division consists of: the **8A** brand - directed to the mid-tier architectural market and the **8E** brand - focused on the energy retrofit and renovation market.

**Regional Sales Manager**  
**Territory: Midwest**  
**Position Available as of March 14, 2011**

**Job Description:**

Develop and execute successful sales strategies for rapid revenue growth within the assigned regional market to achieve sales objectives through the coordination of client opportunities. The position requires aggressive sales activity, independence, initiative and relationship management skills while working within the existing sales team environment.

**Responsibilities:**

- Initiate direct sales activity in designated regional market by account management, cold call prospecting and developing direct sales opportunities through approved clients.
- Conduct sales presentations and meetings with prospects and clients. Typical clients include distributors, contractors and ESCO's.
- Develop program structure and represent products that meet client requirements and protect company financial goals.
- Travel within territory as required to develop and strengthen client relations.
- Manage the promotion and direction of the sales and service activities among customer/prospects in a region. Review market analysis to determine customer needs, volume potential, price schedules and discount rates and then develop sales campaigns.
- Participate in corporate strategy and planning.
- Participate in corporate industry events such as regional and national trade shows, etc.

**Qualifications:**

- Must have knowledge of utility-based rebate programs.
- Must have 4+ years of sales experience in the lighting market.
- Must be comfortable calling on a new and existing customer base.
- Must have ability to orchestrate multi-departmental site evaluations.
- Work from home office or similar set-up within market region requires a unique ability to work independently, yet effectively communicate with and remain part of the sales team environment.
- Excellent analytical, interpersonal, written and verbal skills.

**Key Skills:**

- Strategic Sales and Business Development
- Negotiation Skills
- Sales Forecasting
- Strong Leadership, Creative Problem Solving, Analytical Thinking and Communication Skills
- Strong in MS Office Applications: Word, PowerPoint, Excel, Outlook

**Contact us:**

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