



Senior Vice President – USA Sales

We have an exciting opportunity for a Senior Vice President – USA Sales to join us. As Senior Vice President – USA Sales, you will propel transformative sales strategies across the USA, own all Sales and P&L responsibilities within the sales department and understand customer needs and priorities to maximise sales and consistently exceed year-on-year growth.

We are a collective of six luxury interior brands, each with a special role to play, and two manufacturing brands (Anstey Wallpaper Company and Standfast & Barracks). At Sanderson Design Group (SDG) we are Zoffany, Sanderson, Morris & Co., Harlequin, Clarke & Clarke and Scion and our purpose is 'to bring the beautiful into people's homes and lives'.

PURPOSE & SCOPE OF ROLE

- **Sales Leadership:** Propel transformative sales strategies across the USA regional area, leveraging innovative approaches and fostering third-party partnerships, contract sales, e-commerce and national sales management to deliver as expected in line with the Group plan. Oversight of showrooms in NYC and Chicago, and third-party showrooms.
- **Revenue and Profit:** Own all sales and P&L responsibilities within the Sales department, championing continuous growth and surpassing profitability targets.
- **Customer Relationships:** Understand customer needs and priorities. Cultivate and expand customer relationships, exploring new partnerships to maximize sales and consistently exceed year-on-year growth expectations.

RESPONSIBILITIES

- **Innovative Business Development:**
 - Lead sales growth and business development with groundbreaking strategies across all brands within the USA territory.
 - Create and implement visionary sales and business plans designed to surpass sales targets and budget constraints.
 - Revolutionize contract sales in collaboration with customer services, setting new industry benchmarks.
- **Inspirational Leadership and Management:**
 - Inspire, mentor, and develop a high-performing sales team, fostering a culture of innovation, excellence, and relentless pursuit of results.
 - Conduct regular sales performance reviews, providing forward-thinking coaching and feedback to continually exceed targets.
- **Strategic Planning and Execution:**
 - Develop and execute cutting-edge sales strategies to engage, develop, and grow the customer base, creating impactful customer journeys in collaboration with Marketing.
 - Set and exceed aggressive budget and sales targets, leveraging data-driven insights to adapt strategies in real-time and outperform expectations.
 - Effective budget and sales performance target setting and routine reporting.



- **Brand Stewardship:**
 - Ensure all brands are displayed in an elevated and shoppable manner, while staying aligned with brand guidelines and increased exposure.
 - Collaborate closely with brand managers and the marketing team to capitalize on brand opportunities and drive market presence.
 - Represent the company at industry events and conferences, securing new business leads and staying ahead of market trends.
- **Customer and Market Insights:**
 - Utilise software systems to maintain comprehensive customer records and gain deep insights into customer needs.
 - Articulate and promote the business vision and strategy with key partners, ensuring they resonate with each brand's unique identity.
 - Deliver insightful market and competitor analysis to inform strategic decisions and stay ahead of industry trends.
- **Team Empowerment and Development:**
 - Identify talent needs, guide selection processes, and oversee continuous training and development.
- **Operational Excellence:**
 - Champion customer satisfaction and proactively address complaints in collaboration with customer services.

MEASURES OF SUCCESS

- Consistently achieving and surpassing sales and profit targets.
- Leading the utilisation of key sales tools (e.g. WG360) to drive sales excellence.
- Significant year-on-year growth in average daily sales and orders, consistently exceeding expectations.
- Exceptional customer satisfaction and loyalty.
- Sustained performance improvements within existing accounts, achieving and surpassing target budgets.
- Securing of new accounts across all brands, growing penetration across all areas.
- Proactive and insightful reporting that drives strategic decisions and continuous improvement.

CONNECTING WITH OTHERS

- **Sales Team:** Lead by setting visionary direction, aligning the team with strategic goals, and fostering a culture of continuous innovation and development.
- **Customers:** Develop and manage transformative relationships, driving business development and exceeding customer expectations.
- **Finance:** Collaborate to analyze and measure regional performance, leveraging financial insights to drive strategy and exceed financial targets.
- **Senior Management:** Share knowledge and innovative practices, fostering a culture of learning and growth.



- **Marketing:** Partner closely to develop and implement forward-thinking marketing strategies.
- **Customer Service:** Collaborate to enhance service levels and integrate customer feedback to exceed satisfaction.
- **Group People Department:** Work together on talent acquisition, development, and team innovation.

SKILLS & EXPERIENCE

- Proven track record in sales management, with a focus on innovation and exceeding targets.
- Successfully managed a sales team across multi-channel business units.
- Strong industry expertise and business acumen, trade preferably.
- Exceptional leadership and people management skills.
- Demonstrable success in achieving and surpassing sales targets through innovative approaches.
- Network of trade relationships.
- Excellent communication, negotiation, and interpersonal skills, with a focus on innovation and development.
- Highly self-motivated, results-oriented, with a forward-thinking and positive outlook.
- Strong analytical and numerical skills, proficient in financial modelling and advanced spreadsheet tools.
- Willingness to travel regularly to engage directly with partners and customers.
- Understands and can speak to interior design and visual merchandising at a high level

To apply, please send your CV to jobs@sandersondesigngroup.com

About us

Sanderson Design Group is an international luxury interior furnishings company that designs, manufactures and markets wallpapers and fabrics together with a wide range of ancillary interior products.

In 2020, we brought our portfolio of brands home to Sanderson Design Group, evoking the combined longevity and prodigious creative history of our brands. Sanderson Design Group describes the ebullience of our past endeavours. It sketches the outline of our future. A collective of quintessentially British luxury interior brands and 2 manufacturing brands, at Sanderson Design Group we are Sanderson, Morris & Co., Zoffany, Harlequin, Clarke & Clarke, Scion, Anstey Wallpaper Company and Standfast & Barracks.

Our purpose is "To bring the Beautiful into People's Homes and Lives". This has defined and shaped our brands since our very earliest days. The oldest brand in our arsenal, from where we derive the namesake of our group, began life in 1860, as an importer of fine French wallpapers to London. Arthur Sanderson & Sons Ltd played a pivotal role in defining English interior decoration



tastes and its early success led to displaying designs at London's finest showroom, at Berners Street. Around this time in 1924, Arthur Sanderson & Sons Ltd were awarded The Royal Warrant, becoming "purveyors of wallpaper and paint" to the court of George V.

We recognise that each one of our brands contributes a unique chapter to our story. It is why we represent the full spectrum of British interior design, catering from cutting-edge sleek modern styles, to the hearty warmth of traditional forms. Our decision to rebrand as Sanderson Design Group in 2020 is our way of paying homage to our rich history, as well as marking our path towards a new future. As custodians of over 160 years of design experience, we are proud to Bring the Beautiful into People's Homes and Lives. We are Sanderson Design Group.