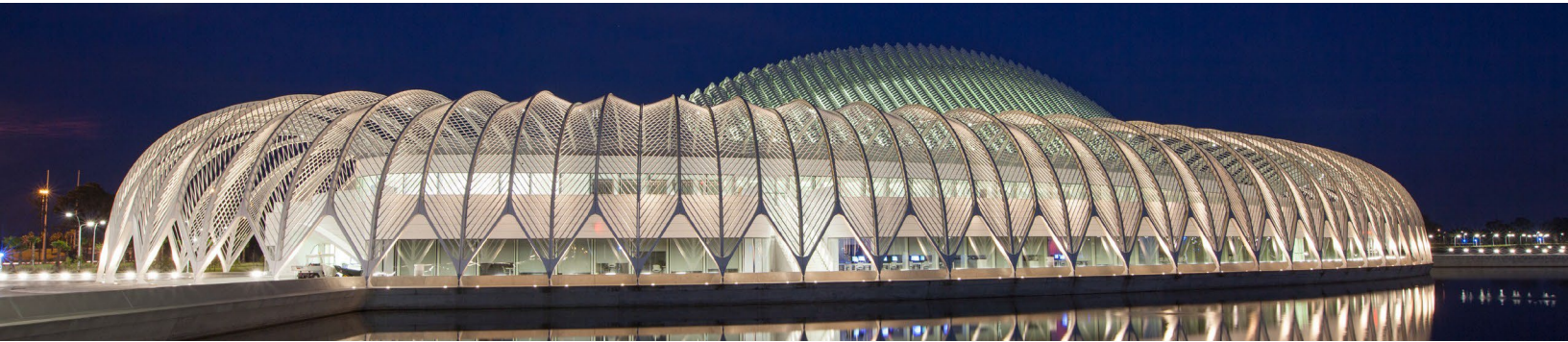




BEGA North America is a world-renowned manufacturer of architectural lighting, control, and furniture solutions.

Who we want to be

Companies create a vision statement to answer a very important question, where are we going? A vision statement says what the organization wishes to be like in some years' time. It's usually drawn up by senior leadership to take thinking beyond day-to-day activity in both a clear and memorable way. Here at BEGA, **our vision is to be the industry's premier provider of architectural outdoor lighting, control, and furniture solutions.**

Why we exist

Companies create a mission statement to answer the most important question, why do we exist? Its aim is to provide focus for management and staff. Mission is synonymous with shared purpose and emphasizes how the organization should view and conduct itself. Our mission should find a way to express the organization's impact on the lives of whomever we are trying to serve, and more importantly make them feel it! Here at BEGA, we have an unwavering commitment to quality above all, in our people, products, partners, and processes. Therefore, **our mission is to build quality into everything we do.**

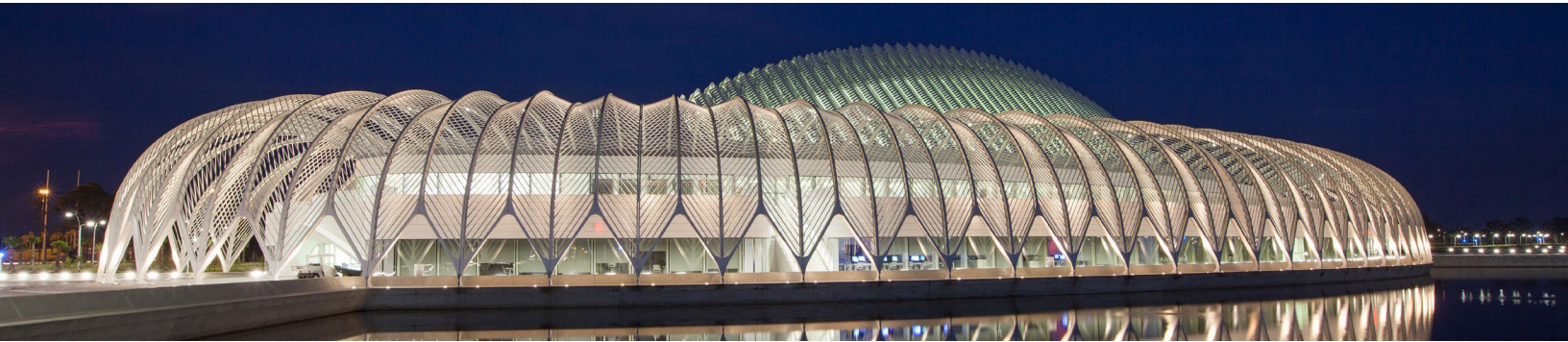
Who we are

Why does a company take time to define its core values? Because values govern behavior and describe our organization's desired culture.

- **Fostering Trust** – Everyone at BEGA is responsible for creating an environment of trust. To do this, each of us must have the freedom to communicate with anyone, and it must be safe for everyone to offer ideas.
- **Building Community** – We are a diverse community of passionate and self-driven individuals who act with integrity, treat people with kindness and respect, hold one another accountable to the highest standards, and collectively promote work-life balance.
- **Embracing Growth** – We embrace perpetual growth and development, continuous learning, and constant improvement, enabling the brand, the organization, and the individual to realize their full potential.
- **Living Responsibly** – We are committed to social responsibility and minimizing our impact on the environment over time. To deliver on this mission critical promise we take a balanced approach to people and the planet.

What we believe in

- **Respect** – we treat everyone with respect by being polite and kind.
- **Integrity** – we act with integrity by being honest and following our moral and ethical convictions.
- **Ownership** – we possess an orientation of ownership and a mentality that desires us all to thrive.
- **Accountability** – we lead by example, always accountable for doing what we agreed we would do



Position Profile

BEGA North America is seeking a highly experienced, relationship-driven sales professional capable of accelerating growth within our commercial furniture business unit, with an emphasis on - but not limited to - strategic verticals including higher education, healthcare, corporate campuses, municipalities, public spaces, and large institutional environments.

This individual will serve as a strategic growth driver focused on channel development, enterprise relationship management, specification influence, partnership development, sales account management, and both short- and long-cycle opportunity creation. The ideal candidate brings extensive industry experience, a well-established professional network, and a proven ability to influence complex design-bid-build and design-build projects involving architects, landscape architects, purchasing and procurement organizations, facilities leadership, ownership groups, and strategic end users.

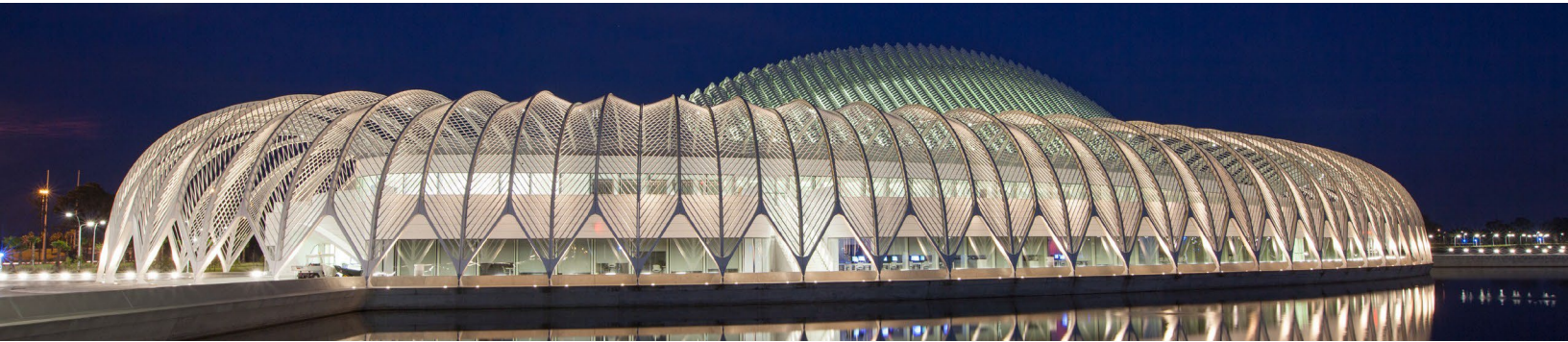
Success in this role requires a highly entrepreneurial mindset combined with strong business development, project coordination, and relationship management capabilities. Ultimately, this individual will be responsible for driving revenue growth through brand development, product promotion, specification expansion, customer engagement, project support, and strategic market development initiatives.

Knowledge & Experience

- Successful completion of BS/BA degree in sales, marketing, business, engineering, or a relevant field.
- Candidates with professional training, industry certifications, and/or advanced degrees are preferred.
- 10+ years sales experience within: Commercial outdoor furniture and site amenities
- Demonstrates a deep working knowledge of the construction industry, outdoor furniture industry, and their channels to market.
- Strong familiarity with: Direct and specification-driven sales; Near- and long-term sales cycles; Multi-stakeholder decision environments; Public bid and procurement processes
- Proven success selling into: Universities; Healthcare systems; Municipalities; Corporate campuses; Public spaces; Commercial projects
- Relationship Capital: Deep network of landscape architects, architects, dealers, campus planners, facilities leaders, developers, contractors, ownership groups, institutions, strategic channel partners, and end users.
- Industry Credibility: Established reputation within the commercial outdoor furniture industry; Known presence within A&D communities and institutional markets; Ability to open doors and accelerate conversations quickly
- Must have strong problem-solving skills, an analytical approach to all tasks, a critical-thinking mindset, and the 'entrepreneurial spirit'.
- Must be self-motivated and capable of handling a remote work environment.
- Must have the capacity to learn and navigate software programs, digital systems, and business systems quickly.
- Possesses the desire, capacity, and toolset necessary to drive continuous improvement.

What You'll Do

- Promote, strengthen, and expand the BEGA Furniture brand. Support overall brand awareness through consistent customer engagement, market visibility, relationship development, sales activities, and specification-focused outreach initiatives.
- Develop new business opportunities and drive sales activity within strategic verticals including, but not limited to, higher education, healthcare, corporate campuses, municipalities, hospitality, mixed-use developments, and large institutional

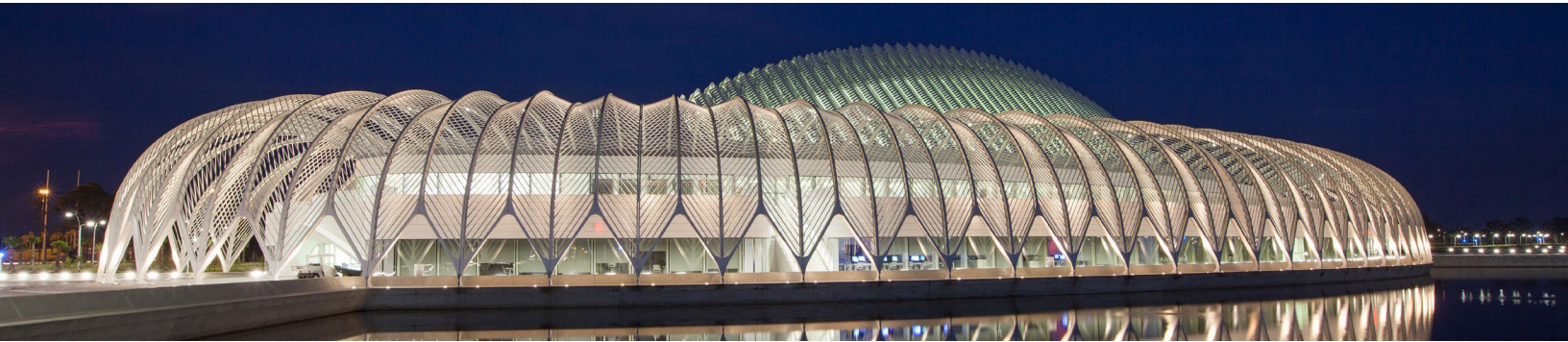


environments. Proactively identify, influence, and support projects from early design and planning stages through procurement and final installation.

- Increase market share through strategic relationship-building, project pursuit coordination, specification development, and proactive engagement with key decision-makers, influencers, and stakeholders across the design, procurement, construction, and ownership communities.
- Build, nurture, maintain, and manage long-term customer relationships while actively pursuing new customer acquisition and strategic partnership opportunities. Establish strong working relationships with architects, landscape architects, designers, purchasing and procurement entities, facilities teams, developers, contractors, ownership groups, institutions, strategic channel partners, and end users.
- Establish trust and confidence with customers and partners by delivering world-class service with an emphasis on responsiveness, technical support, and communication throughout all phases of the sales and project lifecycle. Serve as a reliable and knowledgeable resource capable of supporting both immediate project needs and long-term strategic planning initiatives.
- Drive specification influence by conducting presentations, lunch & learns, site visits, product demonstrations, mockups, and other educational activities that reinforce BEGA's premium positioning, product quality, design philosophy, and long-term value proposition.
- Support and coordinate local project management activities from initial awareness and specification development through quoting, procurement, installation, punch-list resolution, and post-sale follow-up. Maintain visibility into project timelines, customer expectations, operational considerations, and installation requirements to help ensure successful project execution.
- Collaborate closely with internal teams including sales service, marketing, product management, engineering, operations, and overall leadership to support customer success, project execution, and overall business objectives.
- Maintain accurate pipeline visibility, project tracking, customer activity documentation, and opportunity management within Salesforce and other company systems to support forecasting accuracy, strategic planning, and organizational alignment.
- Identify and develop strategic enterprise-level opportunities capable of generating recurring business, long-term partnerships, campus standardization initiatives, and multi-project engagement opportunities.
- Demonstrate a highly entrepreneurial mindset by proactively identifying growth opportunities, solving problems, supporting customers, and creating strategic business momentum through consistent market engagement and relationship development activities.

Performance Measurements

- Success in this role should result in the development of a sustainable and expanding revenue stream that consistently meets or exceeds established sales goals.



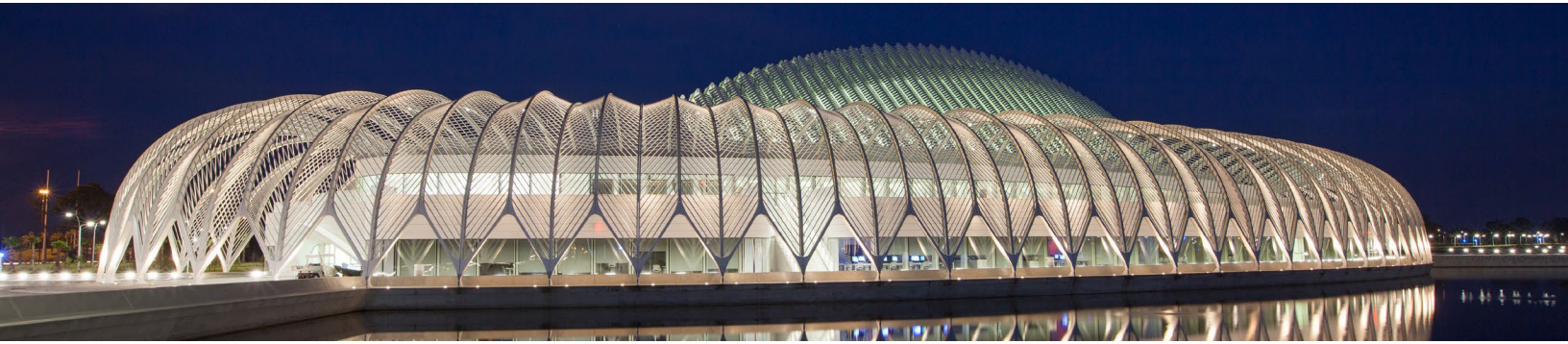
- Champion a world-class customer experience by providing exceptional service, communication, responsiveness, and project coordination throughout all phases of the customer and project lifecycle. Demonstrate a proactive, solutions-oriented approach to supporting customers, resolving issues, and ensuring successful project outcomes.
- Serve as a high-impact presenter and brand ambassador capable of effectively communicating BEGA's value proposition through strong product knowledge, consultative selling, storytelling, technical understanding, and solution-oriented customer engagement.
- Consistently demonstrate a high standard of professionalism, accountability, work ethic, punctuality, organization, and reliability in all internal and external interactions. Represent the BEGA brand with integrity and professionalism at all times.
- Continuously evaluate processes, workflows, customer engagement strategies, and operational effectiveness with a mindset focused on continuous improvement. Actively identify opportunities to improve efficiency, communication, customer experience, business development efforts, and overall organizational performance. Challenge the process!
- Maintain a positive, collaborative, and team-oriented attitude while contributing to a professional and supportive work environment. Demonstrate a willingness to collaborate across departments, support teammates, share knowledge, and contribute to broader organizational success.
- Demonstrate strong self-management and entrepreneurial capabilities by effectively balancing relationship development, project management, customer engagement, business development, and strategic growth initiatives within a dynamic and evolving market environment.
- Always support, promote, and drive adoption of the BEGA Business System (BBS).

Leadership Principles

And finally, BEGA has put forth a set of governing principles. If values govern behavior, principles govern consequences, and we've established four principles to provide the entire organization with a set of hierarchical direction for decision making. First and foremost, as a leader at BEGA, you are the Brand, be proud of it and protect it. Second, people are BEGA's most valuable asset, our decisions should always reflect this. Third, safety is our first priority. Zero lost-time accidents is not a goal, it's an expectation. And last but not least, we strive for Excellence in everything we do!

Position Dimensions

- Position is remotely based within the continental United States.
- Regular time in territory for appropriate market and/or customer base is required (50%+).
- Additional travel for factory visits, meetings, trade shows, and company events may be required (up to 20%).
- Ability to safely lift and handle large furniture samples and related materials.
- Ability to safely operate a Sprinter Van or similar company vehicle.
- Ability to work independently while managing travel, customer relationships, and project activity.



Compensation: Salary + Commission

This position offers a competitive annual base salary plus commission earned on invoiced revenue, based on our commission schedule.

Salary Range

\$110,600 -143,800 Annually, depending on experience/qualifications, this range reflects the negotiable range for hire. The top of the range \$177,000 is reserved for salary advancement and growth for this position.

BEGA North America is headquartered in the heart of the picturesque “American Riviera” just south of Santa Barbara. Additionally, we have BEGA Campus 2 (BC2), which is part of a master-planned community known as Baseline located in Broomfield, Colorado. Baseline is a community created for people who are social by nature, who value experiences over things, and who regularly gaze west towards the Rockies to remind themselves why they live in Colorado. Both settings offer endless access to the outdoors with plenty of activities such as hiking, sailing, and mountain biking. We offer an attractive compensation package, including health care, 401(k), paid time off, educational reimbursement program, wellness programs, and a remarkable work environment.