



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's success is rooted in action—positive, decisive action guided by our vision and aligned with our values. Most importantly, this action must be visible, understood, and valued by our stakeholders. Interacting with our customers is foundational to BEGA's goal of building and strengthening market-based relationships. Whether through time spent in the field, virtual engagements, factory visits, industry events, or selling partner tradeshows, customer engagements underpin BEGA's account activation growth model and are among the most important drivers of our success.

What you'll do

In this dynamic role, the Specification Sales Representative is essential to BEGA's mission of delivering world-class products and solutions to the architectural design community. Focused on brand building and product promotion, this role engages directly with architects, landscape architects, lighting designers, and electrical engineers to drive the specification of BEGA's lighting solutions. Through sales calls, trade shows, and other customer events, the Specification Sales Representative delivers high impact product presentations and educational materials to the specification community. By fostering strong relationships within the design community and providing expert guidance on BEGA's offerings, the Specification Sales Representative ensures that quality remains central to every project. Their efforts help shape spaces with BEGA's innovative products, all while embodying the company's core values and contributing to revenue growth.

Knowledge & Experience

- Successful completion of a BS/BA degree in sales, marketing, business or engineering.
- Minimum of 2 years' experience in architectural lighting and/or related sales & marketing activities.
- Candidates with professional training, industry certifications, or advanced degrees are preferred.
- Demonstrates a working knowledge of the lighting industry and its channels to market.
- Possesses the desire, capacity and toolset necessary to drive continuous improvement.
- High-impact presenter with proven product knowledge, storytelling, and solution selling ability.
- Must have the capacity to learn and navigate software programs and business systems quickly.
- Must have strong problem-solving skills and an analytical approach to all tasks.
- Must have excellent written and verbal communication skills.
- Must be self-motivated and capable of handling a remote work environment, including excellent time management and responsiveness.
- Possesses a positive, professional attitude, and a willingness to be part of a team environment.

Performance Measurements

- Demonstrate a high standard of work ethic, professionalism, punctuality and reliability at all times.
- Ensure quality above all, always working towards the most knowledgeable & effective rep network.
- Brand building and product promotion targeting up to 400 design firms and end users annually.
- Nurture partnerships with BEGA's independent representatives and the specification community.
- Meet/exceed sales objectives while operating within the allotted travel and entertainment budget.



Principles

And finally, BEGA has put forth a set of governing principles. If values govern behavior, principles govern consequences, and further describe our organization's desired culture. Principles strengthen BEGA's set of hierarchical direction for decision making and establish guidelines for providing world class service – internally and externally – the BEGA way.

- **Brand** – Any behavior that hurts the BEGA brand is considered off limits. You are the brand, be proud of it and protect it.
- **People** – Any decision that does not prioritize our people should be heavily scrutinized. People are BEGA's most valuable asset.
- **Safety** – Any action that places a person in danger is forbidden. Safety is not a goal, it is an expectation, and we must get our people home safely every single day.
- **Excellence** – Any mindset that does not strive for excellence should be challenged. We strive for excellence in everything we do.

Position Dimensions

- Extensive travel 50% minimum expectation. Permanent residence in territory required.
- Independent representative network ranging from 10 - 15 USA and Canadian based partners.
- Lifting and carrying of sample cases weighing up to 50lbs required

Salary Range

\$68,640 - \$84,070 Annually depending on experience/qualifications reflects the negotiable range for hire. The top of the range, \$99,500, is reserved for salary advancement and growth for this position. This position also includes a discretionary bonus plan, car allowance, and cell phone coverage.

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.