



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

The Regional Sales Manager plays a crucial role in nurturing partnerships with BEGA's network of independent sales representatives, cultivating relationships with the architectural design community, developing territory-specific growth strategies, and ensuring BEGA's products and solutions are effectively positioned throughout the region. The ideal candidate will have strong, established relationships within the C&I sector and sales representative networks in the region, ensuring BEGA's continued success in the design-bid-build process.

The successful candidate will be an energetic and passionate sales leader with a proven track record of success, a high degree of integrity, and an impeccable reputation. They will be responsible for managing the region's project pipeline, supporting BEGA's digital transformation initiatives, and developing BEGA Champions in each territory. The RSM will also hire, train, and mentor Specification Sales Representatives while working alongside our sales partners and specifiers to maximize sales volumes and ensure BEGA's position as the premier provider of architectural outdoor solutions.

Knowledge & Experience

- Successful completion of a BS/BA degree in sales, marketing, business or engineering.
- Minimum of 5 years' experience in architectural lighting and/or related sales & marketing activities.
- Candidates with professional training, industry certifications, or advanced degrees are preferred.
- Demonstrates a deep 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.
- Has a history of building effective teams, elevating the efforts of others, and growing careers.
- 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.
- Possesses a positive, professional attitude, and a willingness to be part of a team environment.

Targeted Leadership Qualities

- **Managing Processes** – Consistently focused on driving incremental improvement; adopting company policies; utilizing systems; adhering to process; understanding methodologies; defining handoffs; measuring output; providing governance and guidance around process adherence.
- **Conflict Management** – Relating to peers on a personal level; cooperating; joint problem-solving; navigating internal organization battles; establishing reputation for conflict resolution; managing partner organizations; avoiding conflict proactively.
- **Building Effective Teams** – Building bridges inside the organization and out; allowing others to take credit for his/her accomplishments; contributing to group projects; elevating efforts of others; actively engenders a sense of unity amongst the team; ensures a high level of productivity.
- **Decision Quality** – Reacting when under time or other pressure; weighing conflicting goals and commitments and making decisions based on core values; exhibiting wisdom in counsel; judging character; reading marketplace and internal company situations.
- **Managerial Courage** – Adapting in a management environment where autonomy is valued; making decisions; setting priorities without intense oversight; volunteering; taking unpopular positions; addressing people problems; taking negative managerial action when necessary.
- **Drive for Results** – Pursuing goals; maintaining focus; seeking out quantitative comparisons; demonstrating results in a variety of environments; relentless in the pursuit of key strategic goals; does not lose focus and is not easily distracted from core mission.
- **Life Lessons & Personal Growth** – Demonstrates willingness to work hard and develop oneself; valuable collection of painful lessons and difficult experiences; possesses self-awareness, confidence, courage and resilience to persevere through the most difficult challenges; imbues colleagues with confidence in ability to succeed.



Performance Measurements

- Demonstrate a high standard of work ethic, professionalism, punctuality and reliability at all times.
- Challenge the process! Evaluate, promote, and support continuous improvement every day.
- Act with respect, integrity, ownership and accountability at all times... BEGA's pillars of leadership.
- Ensure quality above all, always working towards the most knowledgeable & effective rep network.
- Direct and guide all territory specific sales activity in support of BEGA's annual revenue objective.
- Brand building and product promotion through deployment of Specification Sales team targeting at least 800 design firms and end users annually.
- Nurture partnerships and manage performance of BEGA's independent representative network.
- Meet or exceed sales objective while operating within the allotted travel and entertainment budget.
- Drive adoption and engagement of the BEGA Business System.

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 is does not strive for excellence should be challenged. We strive for excellence in everything we do.

Position Dimensions

- Travel required as needed with a maximum of 50%. Permanent residence in territory encouraged.
- Independent representative network ranging from 20-25 USA and Canadian based partners.
- Ability to lift sample cases up to 50lbs.

Salary Range

\$96,200 - \$125,000 Annually depending on experience/qualifications reflects the negotiable range for hire. The top of the range, \$153,900, is reserved for salary advancement and growth for this position. This position also offers a variable compensation schedule, 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.