



Vice President of Sales and Marketing

Be part of the first real solution to the problem of global counterfeiting and diversion. According to the US Chamber of Commerce, the traffic in counterfeit goods accounts for 7% of the world GNP and is growing at an alarming rate. Virtually everyone, without even knowing it, has bought a counterfeit product in the last 30 days. Counterfeit products inflict significant damage to the economy through loss of jobs and corporate profits. Counterfeit products defraud consumers while threatening their health and safety and provide funding for organized crime and global terrorism. Diverted products directly compromise a brand owners' distribution channel and inflicts significant harm on profits.

Over the last three years we have developed the first complete solution to the counterfeiting problem that is easy to implement, easy to validate, cost effective and impossible to compromise. With a combination of patented and proprietary marking products, field validation equipment and supporting software, we have created the complete solution for our customer's needs. This technology can be incorporated into normal production and packaging components in order to deliver this solution with minimal or no disruption to the customers manufacturing process. Our validation equipment is portable and capable of instantly validating products at any point in the distribution channel. We offer bullet proof security and forensic caliber authentication, at trend setting affordability.

Brand owners and governments are searching for a solution to protect their products and documents from the multitude of individuals involved in the trade of illicit goods. No one has achieved a dominant position in this market.

We are in need of a TRUE Marketing Professional, to create and lead a marketing and sales organization to bring the advantage of our solutions to market. We have created the solution and are looking for that unique individual who can deliver it to the world. This is an incentive and equity based position with unlimited upside.

Specific Requirements:

The ideal candidate will have:

- A Bachelor's degree in Marketing, Business or equivalent experience.
- 10+ years of experience in strategic marketing.
- 10+ years of experience in sales and building a sales organization.
- Strong direct sales skills, proven track record of closing solution based sales.
- Working knowledge and experience with prospecting strategies and techniques – email marketing, internet marketing, cold calling, market segmentation, etc.
- Experience with developing markets around solution sales.
- Experience in brand protection industry a plus.
- Working knowledge of existing anti-counterfeiting and diversion technologies, industry organizations, and customer requirements in the brand protection industry.
- Knowledge of current industry trends and how they impact brand marketing.
- Extensive knowledge of one or more vertical markets including pricing, positioning, distribution, and key contacts of decision makers.
- Strong Client management skills.