



JOB SEARCH POSITION DESCRIPTION

Client: National Hot Rod Association
Title: Vice President, Sales & Business Development
Process: Apply @ www.turnkeyse.com

BACKGROUND:

The National Hot Rod Association (NHRA) is the primary sanctioning body for the sport of drag racing in the United States. The NHRA was founded in 1951 with the goal of providing a controlled, entertaining, and competitive racing environment for fans and participants.

Headquartered right outside of LA in Glendora, California, the future of the NHRA is bright. There are 140 member tracks across North America that host NHRA competitions year-round in NHRA's seven geographic regions. In addition to the marquee professional Full Throttle Series, which crisscrosses the U.S., making 24 stops in 22 cities over the course of 10 months, NHRA offers popular weekly grassroots programs at many of its member tracks, including the NHRA Summit Racing Series and the NHRA Lucas Oil Drag Racing Series. Second to only NASCAR in terms of attendance, fan appeal, and sponsorship commitment, NHRA is moving quickly into mainstream America.

The NHRA has several committed and key business partners including The Coca-Cola Co., whose Full Throttle brand sponsors the top touring series, and Lucas Oil Co., who sponsors the important developmental series. All of NHRA's major series receive television coverage from NHRA's exclusive television partner, ESPN, Inc. Other active official sponsors of the sport include Honeywell, Products Group (Fram, Prestone, Autolite), US Army, Goodyear, UPS, Harley-Davidson, and Ford.

In 2003, the Sports Business Journal conducted an independent survey which ranked NHRA high in a variety of categories reflecting sponsor satisfaction, including "Best Value for the Money", where NHRA was ranked first among 16 major sports, including the NFL, NBA, MLB and NASCAR.

Turnkey Search has been retained by the NHRA to search, screen and recruit highly qualified candidates for the position of Vice President, Sales & Business Development.

If you are interested in this position, please do not contact NHRA as this will only delay consideration of your qualifications. Please contact Turnkey for further information.



SUMMARY:

The Vice President, Sales & Business Development is a high visibility position for managing all facets of a growing sponsorship sales and service function within a complex, multi-tiered sports marketing environment. An environment has been created at the NHRA for a savvy, forward thinking sales executive to grow sponsorship sales. The Vice President, Sales & Business Development will strategically lead the sponsorship function as one of the top representatives of the NHRA.

ESSENTIAL JOB FUNCTIONS:

- Develop and implement sales objectives and strategies to target new marketing and sponsorship partners and grow sales with existing sponsors.
- Apply knowledge of NHRA and passion for motor sports in targeted markets by focusing on potential partners' needs. Also, identify key prospects, obtain meetings with decision makers and develop long-term, mutually beneficial relationships.
- Create dynamic and new non-traditional integrated sponsorship marketing programs on behalf of potential partners.
- Manage prospecting and sales process through to close by professionally presenting and closing multi-million dollar deals to support multi-million sales goals.
- Work closely with the sales and marketing team, when needed, to negotiate and close deals with potential partners.
- Work closely with multiple NHRA partners, internally and externally, to ensure proper representation of the organization.
- Attend national events and trade shows as needed to respond to the needs of sponsors, racers, etc.

REQUIRED KNOWLEDGE, SKILL & EXPERIENCE:

- Minimum 12 years in sports marketing/sponsorship sales, preferably in motor sports.
- Strong interpersonal, presentation, negotiation and persuasion skills necessary to interface with high-level decision makers at Fortune 500 companies.
- A successful history of negotiating and closing deals.
- Strategic sales management skills and the analytical and tactical skill to create and develop sales programs, initiatives and sponsorships.
- Strong service orientation and experience servicing major accounts.
- Detail orientated, self-motivated and results focused.
- Must be a self-starter who has strong history of taking initiative and seeing projects through to completion.
- Strong problem solving and decision making skills are imperative.
- High energy, team orientated, decision-maker who thrives on an ability to impact an organization.
- Affinity, knowledge and love of motor sports and/or cars is a must.
- A bachelor's degree in a relevant field of study.