



**EASTERN STATES VETERINARY ASSOCIATION (ESVA)  
NAVC (North American Veterinary Community) AND  
SUBSIDIARIES**

**POSITION TITLE:** Strategic Account Manager – Western US  
**LOCATION:** Western US, Kansas City  
**REPORTS TO:** Director of Sales  
**POSTING DATE:** 4.1.15

### **NAVC Overview**

Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a non-profit organization with a mission to provide world-class professional development for the global veterinary healthcare community. The organization's largest educational initiative, the annual NAVC Conference, hosts more than 16,000 attendees and 350 speakers from more than 70 countries each year. Other educational offerings include the NAVC Expeditions, NAVC Institute, VetFolio, Today's Veterinary Practice and NAVC Clinician's Brief, the official journal of the NAVC. The NAVC's international conference partners include the Asian Pacific Veterinary Conference (APVC), the Latin American Veterinary Conference (LAVC) and Southern European Veterinary Conference (SEVC). NAVC offers a competitive salary, bonus, and full benefits package that includes medical, dental, and life insurance as well as a 401k plan. Most importantly we provide a fun, engaging and collaborative working environment where your talents and strengths will be utilized to serve the veterinary profession and assist in achievement of the NAVC mission.

### **Position Objective**

The Western US Strategic Account Manager (SAM) is the primary NAVC contact for industry partners within the Western United States and is tasked with strengthening the account relationship while representing all NAVC products, services and solutions. The SAM will deliver sales by understanding key industry partner business objectives, goals and challenges and incorporating these goals into the creation and implementation of joint strategic plans. The SAM will work with all industry partners in this geography, as well as internal collaborators, to improve the performance of investments including sponsorships, advertisements and exhibition.

## NAVC Strategic Account Manager Position Responsibilities

### Sponsorship, Advertising, Signage & Exhibit Sales – 95%

- Collaborate with internal stakeholders to cultivate existing, and acquire new, sponsors, advertisers and exhibitors for all NAVC programs including Conference, Institute, Expeditions and VetFolio
- Establish productive and professional relationships with key personnel within industry partner organizations
- Coordinate involvement of NAVC personnel, support, services and resources to meet performance objectives and industry partner expectations
- Coordinate with Eastern US NAVC SAM for all NAVC Institute booth sales and commitments
- Proactively lead a joint industry partner-NAVC strategic account planning process that develops mutual performance objectives, financial targets and milestones for one and three-year strategic plans
- Proactively assess, clarify and validate industry partner needs on an ongoing basis
- Lead strategic solution development efforts that best anticipates and addresses industry partner needs, delivers customized partnership opportunities, while coordinating the involvement of all necessary NAVC personnel
- Meet with key industry partners at least three times a year for strategic planning and implementation
- Routine industry partner contact via phone and web conferencing
- Participate in regular team calls
- Track and update spreadsheet for all advertising and sponsorship spending by company
- Track all Conference, Institute and VetFolio sponsorships and advertising for each industry partner in various tracking tools throughout the year
- Maintain a contact management database for all interactions with industry partners to ensure that all records are current
- Develop, execute and track new business promotions including acquisition of emails, partnerships and database marketing
- Attend veterinary conferences as needed to meet with industry partners (WVC, AVMA, AAHA)
- On-site at both the NAVC Conference (January) and NAVC Institute (July 2015/May 2016 and beyond) for meetings with strategic partners
- Attend meetings in Gainesville, FL headquarters office at least twice a year

## Other – 5%

- Perform additional duties to assist other departments as needed
- Assist with special projects as assigned

## Accountability and Performance Measures

- Achieve regional sales targets
- Complete and implement industry partner strategic account plans that meet NAVC standards
- Achieve agreed upon goals in designated strategic accounts
- Achievement of industry partner objectives
- Maintain high customer satisfaction ratings that meet NAVC standards
- Maintain high internal stakeholder satisfaction ratings and feedback
- Complete required training and development objectives within assigned time frame
- Operate within assigned travel budget

## Qualifications

- Four year college degree from an accredited institution
- 5+ years of successful sales and/or key account management experience
- Previous veterinary industry experience, including a minimum of three years in an animal health related position
- Digital media sales expertise is ideal but not required
- Proficiency in all Microsoft Office programs (Word, PowerPoint, Excel)
- Proven successful public speaking as well as excellent formal and informal presentations skills
- Solid group and interpersonal communication skills

## Relevant Competencies:

### Core Competencies

- Accountability
- Communication Skills
- Customer Orientation
- Critical Thinking
- Flexibility
- Integrity & Trust
- Innovation
- Professionalism
- Results Oriented
- Teamwork & Collaboration

- Time Management
- Taking Initiative

**Functional SAM Competencies**

- Business & Technical Knowledge
- Resilience
- Emotional Intelligence
- Presentation Skills
- Product/Service Expertise
- Strategic Planning
- Selling Skills

**Environmental Position Requirements:**

- Up to 50% travel
- All prospective employees must pass a background check
- No direct reports
- Field based in Western US, ideal location is Kansas City

**Resources:**

- Travel budget
- Home office set up including Mac laptop, iPad, printer, cell phone, LCD projector
- Historical data
- Associations Anywhere CRM tool (or similar)
- Google drive and smartsheet data management system
- Additional resources as required

**For Additional Information:**

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Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

CEO Signature: \_\_\_\_\_ Date: \_\_\_\_\_