

July 27, 2011

## Director of Marketing

Reporting to the CEO, this strategic role supports the sales and growth of existing markets and is also accountable to define the products and strategies that will be developed for new targeted markets. Incumbents must fully comprehend the potential markets available to HPS and the requirements to participate in those markets. Working closely with Sales and Engineering, the Director of Marketing must clearly grasp the complex capabilities and strengths of HPS and how they can be applied. This position currently manages Product Coordinators, Marketing Coordinators, and Marketing Support Specialists operating from the Corporate Office in Guelph, On. Other direct reports may function at international locations.

To lead the Commercial side of the HPS strategic planning process requires an enthusiastic individual with a minimum of 10 years experience functioning in a senior-level, technical managerial role, preferably within the electrical, magnetic or power industries.

The following key requirements describe the successful candidate:

- Demonstrate a solid understanding of all aspects of electrical theory and application parameters
- Provide accurate competitor analyses , SWOT analyses, identify market potential and prepare business case proposals throughout strategic planning process
- Strategically negotiate annual agreements with major Buying groups
- Coordinate the US and Canadian Custom Order Design process through the quotations stage
- Monitor inventory levels at 6 remote warehouses and 3 HPS warehouses at levels that will service the needs of our markets- eliminate/ prevent further excess inventory
- Develop market specific programs and sales channel strategies for each of our different market segments - advertising, trade shows, technical papers, promotions etc.
- Lead the Marketing Communications platform including all in-house literature, website, sales support materials, lead generations etc.
- Fluency in French, Spanish or Italian an asset.

Candidates must possess a **post- secondary degree in Electrical Engineering/ Electrical Technology, P. Eng preferred**. Cross-border travel up to 1 week/ month is required.

Compensation: Salary + executive bonus, comprehensive benefits package, company car, other gratuities.

If you exhibit these qualifications, you are invited to submit your resume to:

**Stefanie Bradley, CHRP**  
**Corp. Human Resources**  
**Hammond Power Solutions Inc.**

Email: [sbradley@hammondpowersolutions.com](mailto:sbradley@hammondpowersolutions.com)

### HPS Company Profile:

Celebrating its 94th Anniversary, Hammond Power Solutions Inc. is a thriving Canadian-owned company and the largest manufacturer of dry-type electrical transformers in North America. HPS is a world-class manufacturer of dry-type standard and specialty transformers and related magnetic products with a product range from 25VA to 35MVA in voltage class up to 46kV & 250 kV BIL. HPS is very active in new product development and both engineers and manufactures products that are exported globally in electrical equipment and systems. HPS supports solid industries such as oil and gas, mining, steel, waste and water treatment, nuclear, solar and wind-power generation. We are proud to be an ISO9001 registered manufacturer with 7 plants in Canada, U.S.A., Mexico, and Italy. HPS is committed to the spirit and principles of Employment Equity in its workforce and we encourage all qualified candidates to apply. Explore the opportunity: [www.hammondpowersolutions.com](http://www.hammondpowersolutions.com)