



**NORTH AMERICAN SALES MANAGER- BIKE DIVISION**

**RECRUITMENT PROFILE**

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## POC

Dynamic and innovative, unique design aesthetic, cross generational reach, intrinsic focus on technical innovation and commitment to safety—all have been used to describe POC and the work they are doing to ensure that athletes and enthusiasts have access to the highest standards in safety gear.

POC is a Swedish brand, built on a strong mission; to do everything they can to possibly save lives and to reduce consequences of accidents, for gravity sports athletes and cyclists, by developing and renewing what personal protection is all about.

The company's HQ is based in Stockholm, Sweden. Here, they conduct all product creation and take pride in their cross scientific approach to developing product through collaboration amongst different fields such as engineers, material specialists, industrial and graphic designers, neurologists and back specialists. Being that Stockholm is an important center for some of Europe's leading research and development experts in the areas of safety, medicine, health care, advanced product development and testing it is only natural that POC executes its R&D in this way.

When developing a product at POC they do it in the spirit of doing the best, never compromising in choosing materials or construction and never compromising safety, quality or performance. The end result is a line of lightweight, high performance gear that offers the ultimate protection against injury thanks to superior impact absorption and penetration resistance.

## History

POC was founded in 2005 and made its first entry, addressing the ski racing market, at the ISPO trade show where it also introduced its mission. POC's new ideas and solutions to improve ski racing safety, by reducing the force transmitted to the brain and body in case of a crash, gained a lot of attention.

At the Turin 2006 Winter Olympics, US alpine ski racer, Julia Mancuso won the gold medal in giant slalom and pictures of her wearing a POC helmet and goggles were published all over the world. Since then, POC has evolved and developed protection for different categories including freeskiing, snowboarding, mountain and road bike disciplines.

At the beginning of 2014, POC announced a three-year partnership to become the official helmet and eyewear supplier of Cannondale-Garmin Pro Cycling team. At the same time, POC established an exclusive partnership with Volvo Car Group to explore new ideas within safety and design and announced the launch of AVIP – its first specific road bike range. AVIP stands for Attention, Visibility, Interaction and Protection and is POC's most ambitious initiative to date, promoting safety for road cyclists. To achieve higher levels of performance, and balance the expertise gained from POC Lab in safety and medicine, POC established WATTS Lab. WATTS Lab brings together knowledge from specialists in aerodynamics and is a highly specialized department whose objective is to optimize POC products, allowing the cyclist to go faster, using less energy.

Following the AVIP concept, POC launched Raceday in 2015. Raceday is built on the experiences of the AVIP range and has been further developed to optimize and enhance performance when racing, to give competitive cyclists the most optimal equipment in their quest to win.

In the fall of 2015, POC showcased its largest bike-related product line ever at Interbike and went public with the lines on March 1, 2016. New additions included the Fondo recreational road clothing line and the Resistance mountain bike clothing line, as well as new eyewear, helmets and other protective gear.

In the same year, POC was acquired from Black Diamond, Inc. by Investcorp. POC's North American Managing Director, Willie Ford, had this to say about their new ownership, "Life under Investcorp is 'awesome'. They are really attracted to what we've done in niche markets. They are a vehicle to achieve what you want to achieve as opposed to day-to-day reporting. They are quite hands-off in that they see the vision of POC and want to empower us to achieve what we want to achieve. I know they are excited to be in the snow and cycling markets."

## **POC Lab**

In order for POC to be at the forefront of safety, innovation and development POC Lab was created. It is POC's scientific forum, bringing together experts from a range of disciplines and medicine. They support and advise POC to ensure that what they develop is the most reliable and advanced protection on the market.

POC Lab allows collaboration with some of the world's foremost sports medicine experts, brain scientists and specialists in spinal cord injuries. Members are carefully selected for their unique expertise. Each member shares POC's mission to do the best they can to possibly save lives and to reduce the consequences of accidents.

To complement their scientific experts and to make sure their products are optimal POC also draws on guidance from material technologists and their team athletes, including X Games riders, Olympic cyclists and elite World Cup skiers.

Further, they listen closely to what their core customers and users of their protective gear have to say. As POC values customer feedback and suggestions, they hope it allows them to develop even better products.

## **The Volvo Partnership**

Our partnership with Volvo Car Group allows us to exchange knowledge and experience in order to mutually explore new ideas within safety and design. The partnership will explore possibilities to extend the safety knowledge as well as products and services offered by Volvo and POC.

Together with Volvo, POC is looking at new ways to promote safety and the initial research and development project is focused on communication between cars and cyclists. Volvo has the vision,

competence and experience and have been leading the development within road safety for more than 80 years and for POC, it's a treasure to interact on safety with them.

The partnership has allowed for state of the art research, full scale testing and has supported and injected new ideas into POC's development processes.

Further, their collaboration with Volvo has given them the opportunity to utilize Volvo's knowledge in aerodynamics and their wind tunnel facility for aerodynamic optimization. Volvo is also a part of POC's WATTS Lab.

## **WATTS Lab**

### **Aero Relevancy Research and Design**

WATTS Lab is a highly specialized department whose objective is to optimize performance and aerodynamics in POC products, allowing the cyclist to go faster while using less energy.

WATTS Lab brings together knowledge and experience from the Cannondale-Drpac Pro Cycling team, aerodynamic specialists and experts in CFD (Computational Fluid Dynamics). All members are carefully selected for their expertise and to give POC's product development team scientifically validated input on what to apply and focus on to improve performance and aerodynamic efficiency.

To develop products that match POC's uncompromising vision, they work closely with the members of WATTS Lab. Allowing POC to predict and improve performance at an early stage and throughout the development process.

### **Saving watts and seconds**

Ryder Hesjedal won the 2012 Giro d'Italia after 91 hours, 39 minutes and 2 seconds of riding. The difference to second place Joaquim Rodriguez was 16 seconds, which if averaged across the 3,476 kilometers of the race, represents 0.005 seconds per kilometer. And across the 21 stages it means an average winning margin of 0.76 seconds per stage.

In road cycling, the margins of victory are small and every second is valuable. For Raceday, POC was curious to see what could be achieved in terms of aerodynamic performance. Being able to affect 80% of your aerodynamic efficiency is a challenge POC has taken very seriously and it has required them to find new ways and solutions to improve performance

Together with the aerodynamic specialists in WATTS Lab, POC has studied the specific performance needs in road cycling and importantly not only what to focus on, but also where to focus.

## **The Culture**

The most important part and reason for success at POC are their proficient and committed employees. Among the POC staff in Sweden there is a wide range of experience and perspectives, from industrial,

fashion and graphic designers, CAD and polymer engineers to communicators, marketers and ambassadors - all with a huge passion for the activities they develop and market products for.

At the North American HQ, the same dedication to hard work and commitment to the POC mission is found among the 22 person staff. While there are no product designers in the Park City office, all share a love for the gear POC creates. Being the North American division of a Swedish company, it is no surprise that the office has a very Scandinavian design aesthetic. While the vibe is easy going and not very corporate, the ability to grind when needed and a good attitude are a must have combination to be successful. That, along with a willingness to collaborate and help out where ever there is a need make the team in Park City a cohesive group with a united purpose.

The potential to include some physical activity during the work day is encouraged. There is an on-site locker room with a shower so employees can take advantage of a long ride during lunch or the many other opportunities found in the area for an outdoor head break. In the winter, this team loves the snow and getting outside. Good thing the HQ is located in Park City, where an abundance of trails, slopes and roads allow for the ability to get out and play and of course, as part of the POC team, they play safely.

## **The Home: Park City, UT**

Nestled high in the Wasatch Mountains, the historic mining town of Park City, Utah is unlike any other ski town in the world. It's home to two world class ski resorts, four-season recreation , sophisticated dining, and year-round events; all just 32-miles from Salt Lake City International Airport. At 7,000 feet above sea level and a population of around 7,500, Park City lies east of Salt Lake City in the western part of Utah. Framed by the craggy Wasatch Range, it's bordered by the Deer Valley Resort and the huge Park City Mountain Resort, both known for their ski slopes.

In the winter, you'll find world class skiing and snowboarding with lift access directly to the town's historic Main Street. You can also enjoy the thrill of speeding down the same bobsled run used for the 2002 Winter Olympics in an authentic competition bobsled. Other activities include Nordic skiing on groomed trails, guided snowshoe tours, and snowmobile tours. In the summer, access lift-served mountain biking, over 400 miles of gold-level trails, fly fishing, horseback riding, and river rafting. If you can't find something to do, you are doing something wrong.

Outside of its recreational gems, Park City is home to many award-winning restaurants reflecting many different culinary styles and influences. With more than 150 restaurants and bars in Park City, Utah, there's something for every taste and every mood and since everything's so close, they're all within walking distance or accessible by a short ride on the free city-wide transportation system. After dining in Park City, why not wind down with an evening of contemporary jazz, or wind it up at local dance club. Park City is also hosts a wide variety of festivals and events throughout the year from the Sundance Film Festival in January, the Utah Symphony/Deer Valley Music Festival throughout the summer months, to the ever-popular Kimball Arts Festival each August.

## The Opportunity: North American Sales Manager – Bike

POC's mission since day one has been to do the best they can to save lives and reduce the consequences of accidents for gravity sports athletes and cyclists. POC is looking for an individual who can help them strengthen their mission while driving sales.

The ideal candidate will demonstrate proven success in senior sales and extensive work experience managing a variety of teams, independent reps, and projects end-to-end. This individual must have experience within the bike industry along with a deep understanding of distribution and wholesale business models for the bike market. The ability to identify trends and formulate sound sales and strategies along with a willingness to dive in and work at every level with the team is important.

This position is responsible for ensuring that the sales functions of the company drive long-term success and strengthen the brand's position within the bike market.

This position will report directly to the Managing Director and is based in Park City, Utah. Approximately 30-40% of travel per year is required.

### Responsibilities:

- Develop creative and effective sales strategies.
- Work hand and hand with the marketing team to creatively develop marketing strategies to support sales within the brands guidelines.
- Create strategic plans to pursue and achieve sales goals, including at the channel, territory, customer, and sales program levels.
- Recruit, train, manage, and evaluate sales agencies to achieve financial and strategic sales goals.
- Monitor monthly, quarterly and annual sales forecasts for each region and rep group.
- Open new distribution and expand breadth of the assortments across all categories.
- Provide oversight and leadership to managers and employees within the sales team.
- Define the sales tools and resources needed to achieve targets, including Sales Programs and T&E budget.
- Ensure the needed sales infrastructure exists to support current and future operations and reporting. Work closely with the finance and operations team to provide proper reporting to each sales agency monthly.
- Coordinate pre-line meetings and retailer meetings; represent the voice of retailers in product planning sessions.
- Negotiate and close agreements with large or strategically important customers.
- Maintain and build account relationships with key customers by making periodic visits; exploring account needs and proactively addressing issues; provide support at all trade shows and regional shows.
- Research and identify new potential customers and new market opportunities.
- Facilitate excellent communication across all stakeholders and departments that exist to promote sales.
- Conduct thorough sales and market analysis for specific retailers and market segments /

- regions, pricing, etc to maximize opportunities.
- Create and execute a yearly strategic plan and budget, establishing key planning deliverables and deadlines.
  - Provide strategies and business plans for the brands 5-year plan.
  - Communicate professionally and frequently with colleagues overseas. Must be available for early morning or late evening conference calls with certain stake holders.
  - Ensure monthly, quarterly and yearly sales, marketing, and expense budgets are set and achieved.
  - Accurately forecast demand and work with the supply chain team to ensure the demand plan is accurate and in line with the set budget expectations.
  - Communicate regularly with Merchandising, Production, Marketing & Executive Management teams on sell through & sell in developments and status to ensure maximum planning and ability to react appropriately.
  - Host and lead GTM Sales Meeting process and execution; provide expert market insights at GTM meeting.
  - Coordinate with the Managing Director to ensure monthly, quarterly and annual sales targets are met; report on shortfalls and create plans to make up any gaps.
  - Use professional selling skills, category analysis, and leverage the organization to create and deliver effective and impactful presentations to introduce and sell existing/new products to all accounts.

For additional information, please contact Adam Forest, Mary Maliff or Deb Mason at:

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