



# Biofuel Producers of America, Inc.

## Position Description

<b><u>Job Title:</u></b>	Director of Sales and Marketing
<b><u>Location:</u></b>	Cleveland, OH
<b><u>Job Level:</u></b>	Senior (10+ years of experience)
<b><u>Education:</u></b>	Bachelors Degree, MBA Preferred
<b><u>Compensation:</u></b>	\$80-100K Base Salary, Commission, Stock Options, Bonus, Full Benefits
<b><u>Labor Grade:</u></b>	Full Time, Exempt Salary Position
<b><u>Reporting To:</u></b>	Executive Vice President
<b><u>Travel:</u></b>	30-50%
<b><u>Relocation:</u></b>	None

### **Position Description:**

Biofuel Producers of America, Inc. (BPA) is seeking an experienced sales and marketing executive to lead its business development efforts. This position will involve the full range of traditional sales and marketing skills, including prospecting, networking, customer/market identification, article/press releases, and the ability to close deals. The Director of Sales/Marketing must possess the ability to communicate effectively and build relationships with executives and higher-level managers in the customer base. This individual must also be highly capable of negotiating complex technical contracts with customers. Initially, there will be no direct management of employees required of this position. However, the Director of Sales/Marketing role may be expanded to include developing and managing a sales/marketing team as BPA expands its operations.

### **Responsibilities:**

- Responsible for the sales/marketing of algae oil, biodiesel fuel, glycerin, and other algae-derived products (algae biomass, omega-3 fatty acids, animal feed, derivatives with pharmaceutical/nutraceutical value, etc.)
- Structures and closes large volume biodiesel sales to the transportation and power generation industries, both in the U.S. and globally.
- Develops and generates sales/marketing materials for business development efforts.
- Attends relevant trade shows, symposiums, and biofuels conferences.
- Assesses the broad spectrum of the biofuel market and develops a strategic sales/marketing plan. Systematically identifies new sales opportunities and territories.

- Develops the value proposition and business case that establishes where/when biodiesel fuel is a better alternative to traditional diesel fuel.
- Develops an understanding of the federal/state regulatory and statutory programs that create market opportunities for biodiesel.
- Transforms increases in production capacity and plant output into firm revenue.

**Qualifications:**

- Minimum of ten (10) years of proven business development experience in sales/marketing.
- Minimum of a BS/BA degree or equivalent, advanced degrees preferred.
- Technical sales background and experience in the petrochemical and/or oleochemical industries.
- Able to credibly promote alternative fuels and sell into a skeptical marketplace.
- Strong business acumen, influencing skills, and excellent verbal and written communication skills. Able to create lasting and successful relationships with customers.
- Capable of working in a rapidly changing and sometimes time-pressured work environment.
- Computer skills are essential (i.e. proficiency with MS Office, CRM software, Adobe products, etc.).

**Company:**

Biofuel Producers of America, Inc. (BPA) is a rapidly growing producer of algae, biodiesel fuel, and other algae-derived products. BPA seeks to establish a significant presence in Northeast Ohio and the Southeastern United States. The company is currently in the process of developing a 50 acre pilot plant to process algae, oils, biomass, and biodiesel.

**Contact Information:**

Biofuel Producers of America, Inc.

Address: 5591-C North Greenway Court  
Highland Heights, OH 44143

Email: [cr@biofuelproducersofamerica.com](mailto:cr@biofuelproducersofamerica.com)

Please submit your Curriculum Vitae and Salary Requirements via email. No phone calls.

Note: Biofuel Producers of America, Inc. (dba Algae Producers, Inc.) is an EEO employer. All qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, disability, or veteran status.