



JOB DESCRIPTION

Job Title:	Director of Sales - Technology
Department:	Sales
Reports To:	VP of Sales
FLSA Status:	Exempt
Salary Info:	\$125,000-145,000 base + commission based on overall team success
Summary of Benefits:	As a 100% Employee-Owned Company, We Offer: <ul style="list-style-type: none">• Medical, Dental & Vision Insurance• Company-Paid Life and Disability Coverage• 401(k) Retirement Plan• Employee Stock Ownership Plan (ESOP)• Comprehensive Paid Time Off (PTO)• 11 paid holidays per year – 2 of them floating

Position Summary: The Director of Sales (Technology) manages all Technology Sales activities of the organization by performing the following duties personally or through subordinate supervisors. This role is responsible for defining and executing the strategic direction of iSpace's Technology Sales business, driving revenue growth, developing sales talent, and ensuring alignment between sales, engineering, operations, and service teams to deliver profitable, high-quality technology solutions to clients.

Essential Duties and Responsibilities: To perform this job successfully, an individual must be able to perform the following satisfactorily; other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Director of Sales – Technology Specific Responsibilities:

- Develop and implement short- and long-term strategic sales plans for the Technology Sales team to support overall company goals and growth objectives.
- Direct technology sales forecasting activities and establish performance goals, quotas, and metrics to drive predictable revenue and profitability.
- Analyze market trends, client needs, pricing models, and competitive landscape related to audiovisual, low voltage, unified communications, and technology services solutions.
- Lead and develop the Technology Sales team through coaching, training, performance evaluations, and clear accountability expectations.
- Develop, implement, and continuously improve a scalable technology sales process that supports multiple customer types and markets.
- Establish and monitor technology sales activity metrics to ensure traction, pipeline health, and achievement of revenue goals.

- Define sales territories, quotas, and coverage models to support balanced growth across markets and solution types.
- Serve as a senior representative of iSpace by delivering technology sales presentations to key clients, stakeholders, and influencers to support negotiation and closing efforts.
- Partner closely with Engineering, Operations, and Service leadership to ensure technology solutions are designed, scoped, and delivered in alignment with client expectations, margin requirements, and operational capacity.
- Lead integrated, cross-departmental sales efforts to deliver measurable revenue growth by aligning Technology Sales with Furniture, Architectural Walls, and Automotive teams throughout the sales and project execution lifecycle.
- Provide regular communication to the VP of Sales/Leadership Team regarding technology sales performance, forecasts, opportunities, risks, and strategic initiatives.
- Monitor and evaluate competitors' technology offerings, pricing strategies, and market positioning to inform sales strategy and differentiation.
- Establish and manage an annual technology sales training budget and execution plan, including timelines and measurable outcomes.
- Build and maintain strong relationships with aligned and non-aligned technology manufacturers and partners to support sales goals, solution innovation, and incentive programs.
- Develop and execute technology sales meeting agendas and lead regular sales meetings focused on performance, strategy, and professional development.
- Recruit, hire, and onboard Technology Sales team members to support company growth and evolving solution offerings.
- Lead the development of technology sales strategies and team structures to support new business segments (including higher education, healthcare, state & local government), services, or solution expansions approved by the Leadership Team.
- Provide oversight and leadership for technology sales activities across all markets and remote offices, ensuring consistency and best practices. Build a strategic plan and develop a team to support specialized vertical markets including higher education, state & local government, and healthcare.

2. Serve as a Steward of iSpace Core Values and Brand

- We are **EXPERTS**: We provide well thought out solutions to support our client's business needs.
- We are **RESOURCEFUL**: We will find ways to get it done and make it look easy.
- We **VALUE** all **PARTNERSHIPS**: Our partners are not viewed as transactions, but friends. We support each other and celebrate in each other's successes.
- We believe in **TEAMWORK**: All of us together are better than each of us alone.
- We have **FUN**: Having fun is part of our work experience. We bring our culture to life by enjoying ourselves and each other.
- We Are **OWNERS**: We are 100% employee owned. We think and act like owners, making every decision count for our collective success.

3. Other duties as needed to meet business needs

Competencies: To perform the job successfully, an individual should demonstrate the following.

Business Acumen – Aligns work with strategic goals. Demonstrates understanding of technology markets, profitability drivers, and competitive dynamics.

Change Management – Builds commitment and overcomes resistance. Communicates change effectively and supports teams through transitions.

Leadership – Inspires trust and accountability. Motivates others to perform at a high level and demonstrates sound judgment under pressure.

Managing People – Develops talent, provides clear direction, delivers regular feedback, and supports professional growth.

Quality Management – Promotes high standards in processes, solutions, and client outcomes. Uses data and feedback to drive continuous improvement.

Strategic Thinking – Develops and adjusts strategies to achieve organizational goals based on market conditions and internal capabilities.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience:

Bachelor's degree from four-year College or university in business or marketing; or equivalent combination of education and experience.

- External candidates: 7+ years of industry experience, including demonstrated success in technology, AV, low-voltage, or solutions-based sales, with at least 3–5 years of progressive leadership or people-management experience. Must have a proven track record of managing and developing sales teams, driving revenue growth, building and executing sales strategies, and consistently achieving or exceeding sales goals. Strong customer relationship management experience and financial acumen required.
- Must possess broad experience selling complex, consultative solutions and demonstrate an integrated, cross-disciplinary sales approach. This includes the ability to coach and lead teams to identify and pursue opportunities beyond technology alone by recognizing when furniture, architectural walls, or other iSpace solutions may support the client's broader workplace needs, and collaborating across internal teams to deliver a unified solution.
- Internal candidates: In-depth understanding of iSpace's core values, technology offerings, and internal operations, with a proven record of strong sales performance, team leadership, customer relationship management, and financial accountability, typically gained by 5+ years with iSpace or within the industry.

**Computer Skills:**

Working knowledge and proficiency with Microsoft Office Suite, including Word, Excel and PowerPoint. Dtools proficiency (internal candidates); or the ability to become proficient in Dtools (external candidates).

Other Requirements:

- Must have proven ability to drive growth and profitability and lead / influence teams
- Strong aptitude for technology
- Must have an exceptional ability to guide teams, influence projects and drive results
- Ability to travel up to 20%
- Willingness and ability to work beyond 40 hours per week during peak periods to ensure client needs are met

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level is usually moderate.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk and stoop. The employee must regularly lift and /or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include Close vision, Distance vision, Depth perception and Ability to adjust focus.

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

ACKNOWLEDGED: Employee Signature **Date**

PRINT: Employee Name

ACKNOWLEDGED: Supervisor/Manager Signature **Date**

iSPACE environments is an Equal Opportunity Employer and will not discriminate against or harass any employee or applicant for employment because of race, color, creed, religion, national origin, sex, sexual orientation, disability, age, marital status, familial status, membership or activity in a local human rights