



Position Brief

Regional Sales Manager/U.S. Sales Leader
Skipper Ltd.

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Contents

The Opportunity	3
The Position	5
The Candidate	6
About Odgers Berndtson	10

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About the Opportunity

Established in 1981, Skipper Ltd. is a leading global manufacturer of transmission and distribution structures and a trusted partner for executing critical Infrastructure EPC projects worldwide. With annual revenue exceeding USD 300 million, Skipper is India's largest producer of Transmission Towers and Poles and ranks among the top 10 globally. The company's expertise extends to engineering critical infrastructure projects, making it a trusted partner in the power sector worldwide.

Skipper's market presence spans over 40 countries, including key regions in South America, Europe, Africa, the Middle East, South and Southeast Asia, and Australia. Within India, Skipper is a preferred partner from Jammu & Kashmir to Tamil Nadu and from the Northeast to Gujarat.

Comprehensive Solutions for Power Transmission

As one of the world's largest integrated Transmission Tower manufacturers, Skipper Limited operates state-of-the-art facilities for Angle Rolling, Tower fabrication, Accessories & Fasteners production, and EPC line construction. The company's extensive manufacturing capacity and technological innovation have positioned it as a leader in the power transmission industry, catering to the needs of utilities and infrastructure projects around the globe.

Skipper's commitment to quality and customer satisfaction has made it a go-to provider for power transmission solutions. The company continues to enhance its capabilities, reinforcing its position as a critical player in the global power infrastructure sector.

Innovation, Reliability, and Leadership in Power Transmission

For over 35 years, Skipper Limited has been synonymous with innovation, reliability, and excellence in the power transmission industry. The company's dedication to improving its products through cutting-edge R&D and its deep understanding of the sector has enabled it to maintain leadership in manufacturing Transmission Towers, Poles, Railway Electrification Structures, and related engineering products.



Key Achievements and Certifications

- Global Recognition: Skipper commissioned the largest Tower & Monopole Load Testing Station in India (2022-2023), one of the largest worldwide.
- R&D Excellence: In May 2020, Skipper's In-House R&D Center was approved by the Department of Scientific and Industrial Research (DSIR), Government of India.
- Leadership Excellence: In March 2021, Mr. S.K. Bansal, Managing Director, was recognized as one of 'India's Best Leaders in Times of Crisis' by *Great Place to Work*.
- Workplace Excellence: Skipper has been certified as a Great Place to Work for 2022-2023.

Strategic Expansion in the U.S.

Historically, Skipper has approached the U.S. market through agents and contract services. However, recognizing the importance of direct market engagement, the company is now seeking a dedicated U.S. Regional Sales Manager to lead its efforts in expanding and deepening its presence in this critical market.

For more information, please visit:

- [Skipper Limited website](#)
- [Skipper annual reports](#)



The Position

Position Title: Regional Sales Manager/U.S. Sales Leader

Reports To: Executive Director (based in India)

Location: Flexible, near major hub airport preferred

As the U.S. Regional Sales Manager, you will play a pivotal role in driving Skipper's brand presence and market positioning in the U.S. market. Reporting to the company's Executive Directors heading the Transmission Towers and Poles businesses and collaborating closely with members of the project management and engineering teams, you will develop and execute strategic sales and marketing initiatives to drive Skipper's growth and expansion in the U.S. market. This is an exciting opportunity for an experienced sales leader to help shape the future of Skipper, Ltd. and contribute to their global success story.

Duties & Responsibilities

- Develop and execute strategic marketing and business development plans to drive sales growth for transmission towers, poles, conductors, and related hardware products.
- Establish and maintain strong relationships with key stakeholders, including T&D utilities, EPC companies, and industry associations within the assigned region.
- Identify and pursue new business opportunities by conducting market research, analyzing industry trends, and developing targeted sales strategies.
- Represent the company at industry events, trade shows, and conferences to promote products and services, and to network with potential clients and partners.
- Collaborate with cross-functional teams, including engineering, production, and sales, to ensure seamless execution of projects and timely delivery of products.
- Prepare and deliver compelling technical and commercial presentations to clients, highlighting the company's strengths and value proposition.
- Negotiate and secure contracts with clients, ensuring favorable terms and conditions for the company.
- Manage and mentor a team of sales representatives, providing guidance, training, and support to achieve sales targets.
- Monitor and report on sales performance, market trends, and competitive landscape, providing insights and recommendations for continuous improvement.



The Candidate

Essential Qualifications

- Minimum of 10-15 years of experience in transmission tower, pole, conductor, and hardware marketing and sales within the power transmission and distribution industry.
- Minimum of 5 years of experience in business development of utility poles in the USA.
- Bachelor's degree in Mechanical, Structural, or Electrical Engineering or a related field.

Competencies & Areas of Expertise

- Proven track record of successful business development and sales achievement in the utility sector, preferably with experience in executing projects with utilities like LADWP and securing contracts with major utilities in North America.
- Extensive knowledge of industry standards and regulations, such as ASCE, IS, IEC, and others related to pole and tower design.
- Excellent communication skills, both written and verbal, with the ability to effectively convey technical and commercial information to clients and stakeholders.
- Strong networking and relationship-building skills, with an established network of contacts within the T&D utilities and EPC companies in the assigned region.
- Proficiency in using CRM software and other relevant tools for sales and marketing activities.
- Demonstrated leadership and team development skills, essential for mentoring and expanding the capabilities of sales representatives as business scales.
- A willingness to travel extensively, with the ability to spend at least 20 days per month on the road visiting clients and attending industry events.
- Prior experience as a sales representative with companies like Valmont, Sabre, Meyer, TAPP, or other poles and tower producers is preferred.



About Odgers Berndtson



Odgers Berndtson Executive Search is a leading global executive search firm, assisting private and public sector organizations find the highest caliber, people, for senior management appointments across North America and internationally.

Our reputation at the top of the executive search profession is over 50 years old. With offices in over 60 cities worldwide, our experienced executive search specialists operate with absolute discretion, integrity, and care, and are expert in finding exceptional individuals for challenging roles.

WE ARE GLOBAL

We have the support of an excellent international network of offices on the ground expanding across more than 30 countries globally.

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