

**Virgin Limited Edition USA - Regional Sales Manager USA**



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| <b>TITLE</b>                            | <b>Regional Sales Manager USA</b>  |
| <b>REPORTING TO</b>                     | Regional Director of Sales USA (Katrina Gomez)   |
| <b>RESPONSIBLE FOR</b>                  | Northeast accounts in secondary markets namely: MA, CT, PA, NJ, DC and key producing regions in the West Coast – Los Angeles, San Francisco and Mid West- Texas, Missouri and Minneapolis  |
| <b>OFFICE LOCATION</b>                  | <b>Virgin Management USA (New York City)</b>   |
| <b>PRIME OBJECTIVES</b>                 | To optimize market share in the Northeast and some key regions in the West Coast and Mid West. <ul style="list-style-type: none"> <li>• Capture untapped areas of demand in all market segments in the Northeast</li> <li>• Continue to strengthen relationship with existing accounts in the West Coast and Mid West</li> </ul>   |
| <b>MAIN DUTIES AND RESPONSIBILITIES</b> | <ul style="list-style-type: none"> <li>• To have accurate knowledge of VLE portfolio for effective sales communication.</li> <li>• To manage and grow key accounts within the leisure, MICE market and tour operator to deliver the correct profile and mix of business VLE collection</li> <li>• To undertake an assigned volume of personal sales calls, entertainment, mailings, telemarketing and presentations to a cross-section of accounts in all of above defined territories.</li> <li>• To maintain relationship with Signature , Virtuoso agencies and Altour Collection</li> <li>• To service existing accounts in the West Coast and Mid West</li> <li>• Qualify top producing agents in each agency</li> <li>• Liaise with Regional Director of Sales USA with sales action plan, tradeshows and other opportunities for VLE in all market segments</li> <li>• To organise, co-ordinate and attend trade shows as well as client events, and visiting VLE colleagues</li> <li>• Maintain an accurate and updated profiles and records of all sales activities undertaken, by account and contact person.</li> <li>• Coordinate educational trips to VLE collection</li> <li>• To keep abreast of market trends and marketing opportunities.</li> <li>• To capitalise on networking and promotional opportunities that arise from membership of professional organisations.</li> <li>• Establish/ maintain relationship with tourist offices and airline partners</li> <li>• Assist /develop niche markets in assigned territories like wedding and honeymoon markets and Gay and Lesbian market</li> <li>• Establish relationship with Virgin Atlantic, V Australia and Virgin America for possible co-operations in sales and marketing activities</li> <li>• Able to work and manage travel and administrative duties effectively</li> <li>• Computer literate</li> </ul> |

Please submit your résumé and a cover letter to Katrina Gomez, Regional Director of Sales USA  
[Katrina.gomez@virginlimitededitionusa.com](mailto:Katrina.gomez@virginlimitededitionusa.com)