



4221 W. Boy Scout Blvd.
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Tampa, FL 33607
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Job Title: Director- Route Ready	Region: US & Canada
Direct Report: Pete Hendrickson VP Refuse Direct Reports: Route Ready Sales Manager & Route Ready Sales Coordinator	Overnight Travel: 50%

Company and Position Overview:

Big Truck Rental is North America's number-one source for essential service rental and late model off rent trucks. At BTR we work with Fortune 500 companies, municipalities, and a network of independently owned companies who provide essential services in waste, recycling, and logistical industries. Founded in 2002, Big Truck Rental is a rapidly growing, customer focused organization that is seeking a highly motivated and success-oriented Director of Route Ready Sales. This position will be responsible for collaborating with the Refuse Sales Team to drive off-rent truck sales across the business unit.

Job Functions:

- Lead the Route Ready team by attracting, developing, and retaining a TEAM comprised of highly talented diverse players that are passionate and driven to serve each other and our customers/partners.
- Collaborate across Sales, Operations and Finance to evaluate and improve all internal processes related to truck sales to optimize the Route Ready Department's support of the broader sales team's selling efforts.
- Develop value proposition and go to market strategy for Route Ready.
- Lead and execute volume targets while defining and maintaining customer balance.
- Develop and implement pricing strategies to align with company profitability targets, market conditions and variations in fleet profile.
- Develop and execute strategy to maintain and forecast fleet age.
- Partner with Chief Sales Officer and Marketing Department to develop and execute Route Ready marketing strategy.
- Provide monthly forecasting and reporting on key metrics to BTR Executive team. Present to Board of Directors as requested.
- Further BTR's deep industry engagement through achieving Board attainment in select organizations.
- Collaborate with Rental Team to meet/ achieve rental sales related volume and margin goals.
- Support broader sales team in achieving technology roadmap.
- Engage in BTR's Continuous Professional Development Training.

Ideal Candidate:

- Bachelor's Degree
- Demonstrated track record of success with 10+ years of outside sales/ P&L experience

- Disciplined & strong ability to work in collaborative environment
- Excellent interpersonal skills- verbal and written
- Excellent presentation skills
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, etc)

****Please direct inquiries to Pete Hendrickson at Pete@bigtruckrental.com or (813) 966-4586***