

# Colombia Jobs Expertini®

## Vice President of Strategic Development

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Company: GATESOURCE HR

Location: Barranquilla

Category: other-general

### Job Description

GateSource HR is partnering with a renowned distributor of premium brands for the heavy equipment industry!

We're on the lookout for a dynamic **Vice President of Strategic Development** to spearhead their business line and lead the commercial strategy in Colombia.

### Primary Responsibilities

Develop and execute strategic sales and marketing strategies to enter and expand into the mining sector, encompassing both surface and underground mining operations.

Cultivate and sustain key partnerships within the oil and gas sector and ancillary fields such as heavy fabrication, welding, high-precision machining, and surface engineering, with a particular emphasis on the mining domain.

Lead intricate negotiations and business expansion endeavors of significant value, ensuring alignment with overarching organizational objectives.

Oversee the growth and refinement of the sales and marketing team, fostering a culture of excellence and continual enhancement.

Employ bilingual proficiency (Spanish/English) to communicate effectively and negotiate across diverse cultural contexts.

Harness marketing tools, advertising platforms, and brand positioning strategies to fortify market presence and visibility.

## **Requirements**

### **Required Qualifications:**

Demonstrated leadership experience in sales and marketing, preferably within the mining industry or related industrial engineering sectors.

Track record of success in navigating complex negotiations and driving business development initiatives.

Fluency in both Spanish and English languages.

Readiness for extensive domestic and international travel.

Strategic acumen evidenced by a history of pioneering new markets and industries.

## **Benefits**

Salary will be commensurate with experience + comprehensive benefits package that includes medical, vision, dental, PTO

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