



## COMPANY & POSITION OVERVIEW: Kahtoola - Global Sales Lead



### About Kahtoola

Founded in 1999, Kahtoola is an outdoor equipment design and manufacturing company based in Flagstaff, Arizona. We are recognized as a market leader in winter traction and gaiters, with a strong reputation for product innovation, durability, and performance. As we expand into new outdoor categories, we're building the next chapter of our growth.

We're a close-knit team of outdoor enthusiasts, builders, and problem-solvers who care deeply about the products we make, the community we serve, and the places we play. We value collaboration, accountability, curiosity, and a shared drive to win.

### Position Overview

The Global Sales Lead is responsible for driving profitable, sustainable revenue growth across U.S. and international markets. This role owns global sales strategy and execution, leads key account relationships, manages independent sales representatives, and requires cross-functional collaboration to ensure decisions support long-term brand and financial health.

This is a strategic and hands-on leadership role. Success requires strong financial acumen, disciplined decision-making, and the ability to align sales execution with brand positioning, margin targets, and inventory health.

This role requires sound judgment — knowing when to collaborate, when to act independently, and how to present well-reasoned recommendations, particularly when trade-offs exist. Success also requires deep expertise in brand storytelling, seamlessly connecting the brand, the company behind it, and its products to position and elevate Company as a premium, best-in-class leader.



## Key Responsibilities

### Sales Strategy

- Develop and execute a global sales strategy aligned with revenue, margin, inventory, and company-wide goals.
- Analyze sales performance, channel mix, customer trends, and market data to guide proactive decision-making.
- Provide regular reporting on sales performance, margin mix, commission and discount structures, and forward projections.

### Insights-Driven Decision Making

- Manage departmental budget ensuring spend aligns with strategic priorities, ROI expectations, and overall business health.
- Evaluate return on investment across sales channels, including commission structures, independent rep performance, trade shows, and events.
- Evaluate pricing, discounting, and promotional strategies through a long-term profitability lens.

### Brand & Customer Connection

- Enhance long-term customer value through service, education, and collaboration. Bring creative, brand-aligned approaches to engage customers, expand reach, and drive sales.
- Oversee, lead, and optimize performance of independent sales representatives.
- Represent Kahtoola at trade shows, events, and community gatherings to promote our brand and build connections.

### Cross-Functional Partnership

- Work cross-functionally with Marketing, Product Development, and Logistics to ensure cohesive execution from concept through delivery.
- Collaborate with Operations and Logistics to develop accurate forecasts and support inventory planning.

## How Success is Measured

- Values-aligned achievement of revenue and gross margin targets
- Quality of sales mix and channel health.
- Growth and retention of strategic accounts.
- Effectiveness and accountability of independent sales representatives.
- Clear, data-informed decision-making that strengthens long-term brand and financial performance.
- Year-over-year improvement in sales performance, profitability, and market footprint.

## Required Qualifications

- 5+ years (10 preferred) of proven success driving profitable sales growth, preferably in the Outdoor Industry.
- Demonstrated ability to develop and execute data-driven sales strategies.
- Strong financial and business acumen, including experience managing margins, forecasting, and channel mix.
- Experience managing independent sales reps across multiple regions.
- Familiarity with CRM systems, forecasting tools, and sales analytics.
- Proficient in Microsoft Excel.
- Passion for outdoor gear, with the ability to speak confidently about product design, performance, and end-user value.
- Ability to travel up to 25%, domestically and internationally.

## Who You Are

You think like an entrepreneur, bringing forward ideas, data, and curiosity. You understand when collaboration is needed and when you can act individually. You're driven, curious, and comfortable making tough calls that serve the long-term health of the business. You bring ideas, seek input when needed, and move forward with clarity and purpose. You take pride in using sales as a tool to help build a resilient, forward-thinking company. You're deeply product-focused and genuinely passionate about outdoor gear. You enjoy digging into the details—how our products work, what sets them apart, and why they matter to people who love getting outside. You take pride in representing the brand well and bring a healthy competitive drive to your work, being motivated to win, improve, and earn our place in the market the right way. You naturally bring product stories into conversations and often find yourself excited to share what makes the gear special.



## Company Culture

We are a diverse group of people who share a love for the outdoors. We strive to continually foster an environment where Associates work hard, trust and rely on one another, and have fun along the way. We pride ourselves on approaching each challenge with ingenuity, and find energy in doing things differently, allowing both our company and Associates to grow and thrive. As a small company, each Associate's voice makes a real difference and a noticeable impact. We find true camaraderie in working together, imagining our future, and building it as a team.

Our mission is to make the outdoors more accessible and rewarding by building exceptional products, and you'll find that building quality gear is a source of great pride for every Kahtoola Associate. We are our own customers, and in our free time you'll find us enjoying nature, being active, trying new things, and pushing ourselves to do more. We are energized by the positive potential of people and strive to grow positivity and well-being in society. We also believe that we have a responsibility to protect the Earth, and engage in sustainable business practices and the protection of beautiful and ecologically valuable places.

## Living in Flagstaff, AZ

Located at 7,000' above sea level in Northern Arizona, Flagstaff serves as an amazing city and hub for outdoor enthusiasts. Located in the largest contiguous ponderosa pine forest in the continental United States, Flagstaff has highly varied terrain and changing weather throughout all four seasons, giving Flagstaff a reputation for excellent camping, backpacking, hiking, mountain biking, climbing, trail running, skiing, and snowboarding. The highest point in the state stands atop Mt. Humphreys at 12,633 feet, and with over 700 miles of trails in the greater Flagstaff area, there's lots to explore. In addition, the Grand Canyon is only an hour's drive away, making phenomenal weekend backpacking easily accessible, and Sedona is just 45 minutes south, allowing easy access to world-class mountain biking and trail running.

For day-to-day living, Flagstaff provides a laid back, vibrant, small-town culture with lots to love. With an active arts and cultural scene, Flagstaff hosts several annual music festivals, and free concerts and music are commonly held at Heritage Square in the summer months. Good food is not hard to find, with a diverse group of high-quality, locally-owned restaurants - not to mention 8 easily-accessible breweries.

## Compensation

**Salary:** \$85,000 to \$105,000 annually; dependent on experience.

**Benefits:** We are proud to offer a suite of benefits that includes healthcare, Simple IRA with company match, regular PTO plus a flex PTO program, paid parental leave, profit sharing, and more.



## RECRUITING CONTACT

**Krista Star**  
krista@kahtoola.com  
928-779-7249x108