

POSITION SPECIFICATION AND CANDIDATE PROFILE

VICE PRESIDENT MARKETING AND SALES



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Vice President Marketing & Sales

Opportunity

In March 2024, Agr International, Inc., a leader in quality assurance and process automation for the global packaging markets, entered a new phase of growth through its acquisition by Indicor, LLC. As a diversified industrial company renowned for leveraging specialized, mission-critical technologies across niche markets, Indicor brings a strategic approach to its acquisitions. This partnership is set to enhance long-term financial returns and expand market reach, supported by Indicor's disciplined, process-driven capital deployment and its proprietary Indicor Business Excellence system (IBX).

This strategic move unites Agr International's legacy of performance and expertise with Indicor's diverse industrial capabilities and financial backing, reinforcing a shared commitment to expansion in the global packaging industry. With an ambitious target to double revenues within five years, the team is now seeking a dynamic VP of Marketing and Sales to join them on this journey. This key role will be pivotal in driving the growth efforts.

This role offers a unique opportunity to lead significant growth at AGR International by capitalizing on new market trends and technological innovations. As a member of the executive team, this person will play a critical role in shaping the company's future, ensuring that AGR not only achieves its financial goals but also strengthens its position as a leader in the global packaging industry.

Organization - [Agr International, Inc.](#)

Agr International, Inc. has established itself as a cornerstone of innovation and reliability in the packaging industry. With over 90 years of experience, Agr has consistently pioneered advancements in quality assurance and process automation for glass and plastic packaging. The company's reputation is built on a foundation of delivering cutting-edge solutions that enhance the efficiency, quality, and sustainability of packaging operations worldwide. This legacy of innovation is not just a testament to Agr's historical contributions but continues to be a driving force behind its current and future initiatives. Agr's commitment to innovation is matched by its operational stability, providing a dependable framework for both long-standing and new clients.

The strength of Agr International lies in its highly skilled and experienced team, which is a critical asset in the company's growth trajectory. This team's expertise spans various technical and strategic areas, enabling Agr to respond swiftly and effectively to evolving market demands and technological advancements. The team's ability to innovate and adapt

ensures that Agr not only maintains its market leader status but also sets new standards in the packaging industry. As the company moves forward under the umbrella of Indicor, the enhanced resources and broader industrial capabilities provided by the acquisition are poised to support Agr to grow, supported by a team whose capabilities are fundamental to achieving the ambitious growth objectives.

Role Overview

The Vice President of Marketing and Sales at AGR International, will play a critical role in helping to navigate the company through its next phase of growth, which will be driven by innovation and strategic acquisitions. This position entails leading and executing marketing and sales strategies, as well as actively identifying and researching opportunities that align with the long-term growth objectives.

Key Responsibilities

- **Strategic Research and Market Analysis:** Conduct in-depth market research to find emerging trends and opportunities in the packaging industry. Utilize this data to inform strategic decisions, including finding potential markets for expansion and developing new product lines.
- **New Products and Services Development:** Lead the collaboration with the product development team to create new products and services. Focus on innovations that meet the evolving needs of the market, ensuring AGR stays at the forefront of the packaging industry.
- **Technology Adoption and Integration:** Find and integrate new technologies that can enhance our product offerings and operational efficiency. Remain updated on technological advancements in process automation and quality control to keep our competitive edge.
- **Mergers and Acquisitions:** Actively look for and evaluate potential merger and acquisition opportunities. Collaborate closely with the corporate strategy and finance teams to assess the viability and strategic fit of potential targets to support AGR's growth ambitions.

Growth Areas

1. **New Products and Services:** Explore opportunities in adjacent markets or develop enhancements to existing products to meet unmet needs in the packaging industry, including advanced automation technologies.

2. **New Technologies:** Explore cutting-edge technologies to develop smarter, more efficient quality control systems that provide real-time analytics and predictive maintenance capabilities.
3. **Mergers and Acquisitions:** Identify and assess potential acquisition targets that can expand AGR's technological capabilities, geographic reach, or customer base. Focus on companies that align with AGR's core competencies and strategic objectives.

Reporting relationship:

This is a key member of the leadership team and reports directly to the President Sudha Christy Jebadurai, who has been with Agr for 25 years. Sudha Christy advanced from Software Engineer through a variety of roles to become President. With a strong technical background, she has co-authored several patents related to the methods and apparatuses for manufacturing and inspecting these containers, highlighting her expertise in enhancing production efficiency and product quality. Her patents include innovative methods for monitoring wall thickness and inspecting the integrity of plastic containers during the manufacturing process.

Candidate Profile**Education**

- Advanced degree (MBA preferred) with a background in engineering or a related field.

Experience

- At least 10 years of leadership experience in marketing and sales, with exposure to packaging or related industries. Our candidate should be familiar with or come from similar industries with the ability to learn and assimilate.
- Proven track record in strategic planning, including the successful identification and integration of merger and acquisition targets.
- Strong analytical and research skills, with a deep understanding of market dynamics and customer behavior in the global packaging market.
- The role requires the ability to lead a global marketing and sales team.
- Experience in leveraging Customer Relationship Management (CRM) tools to enhance customer engagement and retention, with a proven track record of using data-driven insights to optimize marketing and sales efforts.

- They will have a customer-centric approach with an understanding of customer needs and market demands, with a history of developing and executing strategies that enhance customer satisfaction and loyalty.
- Proven experience in leading cross-functional teams to foster collaboration between marketing, sales, product development and customer service to ensure a unified approach to the market.

Leadership and Development

- Our VP Marketing and Sales will be described as energized with the ability to energize others. They will be goal focused and results driven with the ability to collaboratively build a strategy and the required tactics with the team.
- They will have a strong leadership presence with a history of mentoring and developing high-performing teams. The ideal candidate should embody leadership qualities that motivate team members to excel through periods of growth or change.
- They will have a commitment to fostering a culture of continuous improvement and innovation within their teams, promoting a learning environment that values curiosity and experimentation.
- They will have the highest standard of unquestioned professional conduct and act continuously to model integrity and credibility.

Communication Skills

- They will have well developed communication and interpersonal skills.
- They must have experience in crafting and executing communication strategies across various media platforms. This skill requirement includes managing the brand message for the organization.

Global Perspective

They will have had experience in identifying and exploiting market opportunities worldwide. This includes familiarity with international market dynamics, regulatory environments, and competitive landscapes.

Commitment to results

This position is centrally focused on driving substantial growth across multiple facets, including revenue, market reach, and product innovation. The ideal candidate will demonstrate a relentless commitment to achieving exceptional results, supported by strategic prowess and a robust ability to convert challenges into actionable opportunities for advancement.

Location

Agr International, Inc. is located at 615 Whitestown Road Butler, PA 16001.

This facility is 35 miles north of Pittsburgh PA.

Compensation

The compensation is attractive commensurate with skills and experience with participation in achieving the organization’s successful growth.

Additional information or to apply for this position contact:

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Resource Links:

[Agr International, Inc.](#)

[Indicor, LLC](#)

News / Announcements / Articles

[Indicor Announces Acquisition of AGR | Newswire](#)

[Indicor announces acquisition of Agr International | GlassOnline.com - The World's Leading Glass Industry Website](#)

[Indicor Announces Acquisition of AGR – Ohio Digital News](#)

[Indicor Acquires AGR | citybiz](#)