

# OPPORTUNITY PROFILE

*Vice President Sales & Marketing*



*“The worldwide leader in eco-mobility.”*

AUTOMOTIVE RECRUITERS INTERNATIONAL, INC.  
A Division of Lordstone Corporation

Consultants To Management for Executive Search & Selection

## INTRODUCTION

Thank you for your willingness to review the enclosed profile. I believe the following pages describe a relatively rare opportunity for an experienced leader who would thrive on building the U.S. business arm of the world's leading supplier of alternative fuel systems.



The following profile was written as the result of a meeting in Los Angeles with Mr. Andrea Landi and his team who are tasked with establishing Landi Renzo's U.S. offices. The information shared enabled us to understand the culture of the company, the personalities that make up the leadership team and the company's capabilities, goals & objectives. I believe this is important for you to know because unlike our client, the HR practices and procedures within much of corporate America today emphasize hiring speed over quality and performance over values and cultural fit. These hiring practices are further perpetuated by headhunters, who by seeking to maximize revenue through a high volume of assignments, are eager to oblige client requests for little consulting, quick delivery of resumes and fast hires. The behavior of both groups encourage a never ending cycle of executive turnover, unfortunately at the expense of employees and shareholders. It also represents the antithesis of our approach which aims to thoroughly assess each client who retains our services and each individual desiring candidacy. Only then can we insure the right match has made those results in long-term economic value for clients and career satisfaction for the individuals our clients employ.

By documenting our findings in the enclosed profile, we hope to elicit positive responses from successful candidates. We trust the following pages will achieve this goal and would welcome the opportunity to talk with someone you know who meets most or all of the requirements described in this profile. As to how they can expect to be treated:

1. **They can be assured of complete discretion on our part.** Neither their comments nor any other information they might share with us will be distributed to anyone, including our client, without their permission.
2. **We treat everyone the way we would want to be treated if our positions were reversed.** This practically translates into doing what we say we are going to do in a timely manner, promptly returning phone calls and providing frequent and honest feedback to both candidates and clients.

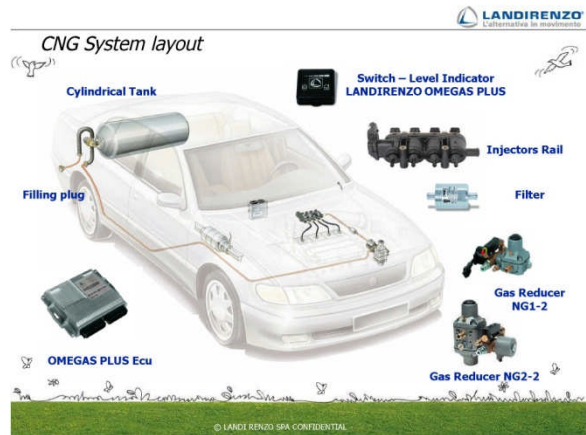
As to our veracity in adhering to the above mentioned points, we would invite all interested parties to "check us out" by contacting anyone we have done business with before. You'll find we are unusual: we would much rather conduct a handful of searches each year in an exceptional manner than executing many in an average or mediocre manner. Why? Because we feel it's not only our mission, but our calling: To perform the highest quality, most ethical search work that results in an exceptional long-term value for both client and candidate.

Thanks again for your willingness to review the following profile, and we appreciate your interest.

Jeffrey R Ketchum, President  
Automotive Recruiters International, Inc., a division of Lordstone Corporation.

## THE OPPORTUNITY

Landi Renzo, a worldwide leader in the design and manufacturing of liquid propane gas and compressed natural gas systems for vehicular applications is on a mission – to capitalize on the opportunities now present in the OEM and aftermarket segments of the U.S. automotive industry. As a result, the company is currently seeking to identify a Vice President of Sales & Marketing for its newly established business in Los Angeles, California. The new executive will have the commercial responsibilities associated with building the U.S. presence for this global automotive entity.



Poised well for both entrance and rapid expansion within the North American market due to cutting edge technology and a greening legislative agenda, Landi Renzo will offer the right candidate the ability to lead the sales and marketing functions within the U.S. business. As such, this could be a step up for a technically minded sales and marketing leader who is looking to advance their career and position in industry. Alternatively, the position would be well suited for a seasoned VP of Sales and Marketing who would like to repeat their prior business successes within this environmentally friendly technological area.



This opportunity will offer the right candidate the ability to serve in a highly visible position within Landi Renzo, as entrance into the U.S. market is of the highest strategic importance for the company. This being the case, the opportunity will offer a globally minded professional a tremendous amount of international experience, while gaining visibility and notoriety in the world's leading economy.

Many reasons may lead an experienced technically minded leader to explore this very unique opportunity:

- Perhaps a candidate is working within a larger company where they are a small spoke in a large wheel. What is attractive to them is the opportunity to work within a smaller company where they could play a key role in helping to develop and build the business here in the U.S.
- Another candidate may be working for a company with less than optimal leadership at the helm or they may be employed by a company possessing limited advancement opportunities.
- Still another individual may be attracted to the organizations market potential and their ability to help capitalize on this opportunity.

The right candidate will be attracted to the company's services, its people and the tremendous potential for growth. This is truly an exceptional opportunity for the right leader.

## **THE COMPANY**

Landi Renzo, a publically traded company located in Cavriago, Italy is the world's leading manufacturer of LPG and CNG alternative fuel systems. The company currently holds a 33%+ market share and maintains a worldwide presence in more than 50 countries. Customers include major OEM vehicular manufacturers such as Fiat, GM Opel, Renault, VW, Toyota, Nissan, Mahindra, Tata, Suzuki, Daimler, BMW and Chrysler as well as various aftermarket importers, distributors and retailers.

Landi Renzo groups main products include CNG/LPG pressure regulators, CNG/LPG system ECU's, CNG multivalves and CNG/LPG injectors.



With roots first established by Renzo Landi in 1954, the company began installing alternative fuel systems in motor vehicles, primarily for private individuals. By the early 1960's the company had expanded into selling products to garages and installers throughout Italy. At the same time, the company began exporting its products to France, Belgium, Holland, Japan, India and Brazil. Existing products were further refined and new products were developed throughout the late 1960's - 1980's. Beginning in the 1990's the company launched a major expansion program by acquiring a series of majority interests in companies of strategic interest for the development of its core business, and by forming new companies abroad. Recent years have been marked by a continuation of the expansion strategy, increasingly geared towards gaining shares in markets considered to have the greatest potential such as China, India, Brazil and The Middle East. In each market, product lines have been tailored to specifically meet local demand.



Today Landi Renzo has revenues of over 216 million euro's and employs 1040 associates. The company is TS16949 certified and is well positioned to capitalize on the estimated 400% increase in worldwide demand for LPG/CNG systems over the next 5 years. The company's business philosophy is based on constant technological innovation, with a view to finding solutions that are increasingly environmentally-friendly within attractive international markets. This philosophy represents the foundation for past growth, and is the main driver for the growth that the Group intends to achieve in the future.

To view a corporate overview via video (5 minutes), please click below:

[http://www.landi.it/repository/document/gpl-metano\\_eng.wmv](http://www.landi.it/repository/document/gpl-metano_eng.wmv)

The following are the firm's specific strategic guidelines:

- Continuing its research into other innovative solutions and expanding the range of eco-friendly fuel systems and components, in order to maintain the technological state of the art;
- Strengthening its competitive position in existing markets and achieving further worldwide expansion;
- Expanding sales operations in the OEM channel;
- Achieving geographical expansion in the Aftermarket channel;
- Improving operational efficiency and raising profitability.

## THE POSITION

The position is described as an executive leadership role whereby the Vice President of Sales and Marketing will have full commercial responsibilities for the business here in the U.S. The new VP will be charged with developing and directing the implementation of a U.S. sales and marketing strategy and will plan and direct the organizations commercial activities to achieve agreed upon financial targets. They will report to Mr. Andrea Landi, Managing Director of the U.S. office, for the foreseeable future.

Of key importance in this position will be the ability to cultivate key relationships with senior level decision makers within targeted OEM organizations and aftermarket entities. The VP of Sales & Marketing will oversee the outreach and lobbying of respective governmental agencies at a federal, state and local level.

The VP of Sales and Marketing will organize and direct corporate road shows, presentations to potential customers, partners and suppliers and will have responsibility for driving revenue growth. They will assist in representing the company in the media and at various association meetings.

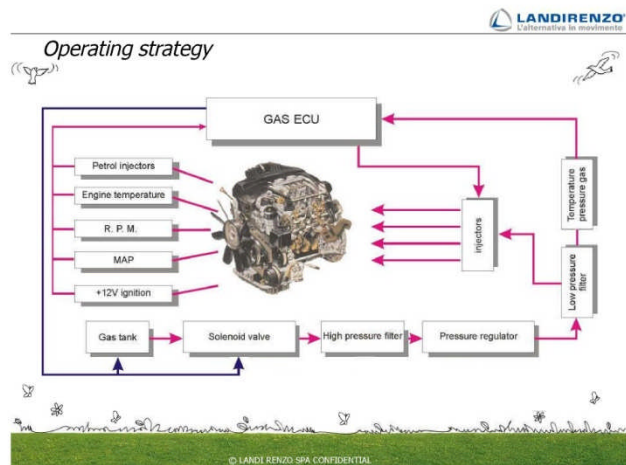
The new VP of Sales and Marketing will have the responsibility to recruit, develop and motivate a team of individuals who will facilitate the achievement of key objectives within the sales and marketing department. They will be responsible for managing field sales reps or account managers who will be tasked with calling on automotive OEM's, tier suppliers, aftermarket suppliers, fleets and city/state/federal governments. They will also oversee the marketing function within the business.

## QUALIFICATIONS

The position is initially described as being revenue generating focused, meaning the new VP of Sales and Marketing must be able to develop business within the OEM and aftermarket communities. As such, the right candidate will have high level contacts with these communities and governmental agencies.

The right candidate will have a depth of relationships within the automotive OEM's and tier suppliers and will be highly relational. They will have a spark and passion for developing new business.

The new VP of Sales & Marketing will be a quick study and will be able to technically understand Landi Renzo's strengths and



capabilities. As such, the right candidate will be a degreed engineer and will most probably have prior experience in the areas of engine management or fuel systems. Prior experience in alternative fuel vehicle certification would naturally be a plus.

Prior experience in establishing and growing new businesses, in a highly autonomous environment would be valued. The new VP of Sales and Marketing will operate within an entrepreneurial environment, so a similar mindset would be appreciated.

The right candidate will be highly adaptable and understanding of foreign cultures. They will be willing to wear a lot of hats and won't be so concerned about the lines of demarcation when it comes to responsibilities and duties. They will be sensitive to the cultural aspects of working for a foreign company headquartered in Italy. The new Managing Director will be able to gently drive decisions within such an organization and will have a degree of patience in working with others. They will have worked well with their peers and contributed greatly to broader global strategies of their employers.

## **THE LOCATION**



After careful review of the business, infrastructure required and legislative agenda, it has been determined that the location for the business will be in Southern California. An exact location, within greater Los Angeles has yet to be determined.



Our client is an equal opportunity employer and does not discriminate on the basis of race, age, color, religion, sex, ethnic or national origin, or physical handicap.

If you know someone who meets most or all of the requirements described in this brochure, please feel free to suggest that person for consideration. If possible, it would be helpful if that person were agreeable to your nominating them.

We fully respect the need for confidentiality of information supplied by interested parties and assure them that their backgrounds and interests will not be discussed with anyone, including our clients, without their prior consent. Additionally, reference contacts will not be made until mutual interest has been established.



*Automotive Recruiters International, Inc., a division of Lordstone Corporation, is a decade old management consulting firm specializing in retained executive search & selection. We assist automotive OEM's, suppliers, dealers and distributors in locating and hiring leadership within the 90<sup>th</sup> percentile.*

*Our mission is to perform the most professional, highly ethical search work, which results in the creation of long-term value for our clients.*

**Gladstone, MI \* Fort Myers, FL \* Akland, Norway**

For further information on, or consideration for this position, please contact:

### **CONTACT INFORMATION**

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President

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