



PROGRAM MANAGER: AEROSPACE + DEFENSE

Job Description:	Program Manager: Aerospace + Defense
Doc Number:	Program Manager: Aerospace + Defense - Rev A
Original Prepared By:	Karrson Koivisto
Date:	07.01.2024.
Department:	Sales + Marketing
Reports to:	Chief Sales + Marketing Officer

Summary

Identification, onboarding, and development of Ideal Client Profile companies, and the expansion of Machine Sciences' underdeveloped customers [Focus Accounts].

Essential Duties and Responsibilities

- **New Customer Onboarding.** Strategically and proactively identify and engage with new ideal customer profile [ICP] companies to generate conversations around Machine Sciences becoming a partner and supplier, moving them through the funnel as quickly as is appropriate. Lead in developing and continually refining processes and strategies for approaching ICP companies based on experiences and best practices.
 - **Program-Level Understanding.** Thoughtful approach and pursuit of specific aerospace and defense programs within ICP prospects. Thorough grasp of current and forthcoming aerospace, defense, and space contracts, awards, programs, forecast.
 - **Pipeline + Process.** Develop a pipeline of ICP prospects, job description/titles, and contacts to systematically pursue.
 - **Augment.** Improve the existing Sales Playbook to get the attention and mindshare of key individuals, responsible for key programs, at ICP prospects.
 - **Inbound.** Assess inbound prospects [through the website, email or other] for fit to our ICP. If/when prospects appear to fit, move them through the funnel. Exhibit shrewdness when reviewing opportunities and/or prospects that aren't a fit to keep them from consuming valuable resources.
- **Development of Existing + New Customers.** Work with Key Account Managers [KAMs] of Focus Accounts [accounts which are underdeveloped] to understand where Machine Sciences has an opportunity to grow uniquely. Create and nourish direct and indirect relationships with key contacts at Focus Accounts. Consult and guide KAMs where needed to improve positive outcomes with Focus Accounts.
 - **Upstream.** Oftentimes, the easiest revenue is greater development of existing customers through accessing their other programs/products, affiliated companies, etc.
 - **Team Up.** Co-manage relationships through first 3-12 months to ensure customer is served consistently and thoroughly, mitigating a feeling of being "passed off" to a Key Account Manager. At the point of account transition, the account may be co-managed. Make allies with the buying staff at accounts in purview. KAMs will be in a dotted line reporting structure under the Program Manager.
 - **Finger on Pulse.** Remain aware of day-to-day, work-order-to-work-order activities of the business, focusing on a) activities to bring new ICP prospects through the funnel, and b) leveraging KAM relationships to provide the granular internal focus where required.
 - **Consult + Support.** Operate as a sounding board and advisor with Focus Accounts when negotiating impactful deals and quotes. Participate in internal problem solving around lead times, capacity, etc. when required.
- **Dirty Hands [but, not too dirty].** When required, operate in a KAM capacity to provide quotes and updates to Focus Accounts. Don't be above any need of the organization, but hold this in tension the next bullet.

PERFECT PARTS FAST



- **Highest + Best Use of Time.** Consistently utilize judgment with time management, opting to deploy effort toward opportunities of greatest impact. Employ technology [CRM and other] to ensure all Focus Accounts and Prospects in funnel receive adequate time and attention to be continually moved down the funnel.
- **Positioning + Professionalism.** Demonstrate efficacy in positioning Machine Sciences as “more than just a supplier” through framing our value proposition appropriately and in a company-tailored manner. Interface with customers with consummate professionalism, cohesiveness, and clarity. Set our business apart with the quality of communication.
- **Team Play + Problem Solving.** Running thousands of work orders from many customers through our capacity requires collaboration, teamwork, context, perspective, and problem solving. Show up ready to find creative solutions and black swans that unlock outsized returns for our customers and us both.
- **Essentialist.** We don’t confuse activity with productivity. Distill the essential from the rest, then put maximum effort into optimizing outcomes for the essential.
- **Creativity.** Identify and execute alternative methods to grow business within existing customers, penetrating untouched areas of customers’ business.
- **CRM.** Document all customer-facing or related activities in the CRM. Company-wide leader in CRM software, generating reports on Sequences, Customer Funnel Status, ensuring holistic adherence to internal CRM standards, suggesting improvements to engagement, etc.
- **Brass Tacks.**
 - **High Service.** Timely responses to all customer inquiries and requests, which may be outside our normal business hours.
 - **Baseline or Better.** Understand customer part prints, specifications, quality requirements and other technical details at a serviceable level [the greater your understanding, the better]. Be the initial filter for our capabilities, and lack thereof.
 - **Map the Org Chart.** Thoroughly understand the business, programs, products, buying staff, and structure of each customer. Document this in the CRM coherently.
- **Core Values.** Embody Machine Sciences’ Core Values every day, all day: *Humble + Hungry + Smart + Collaborative*

Qualifications

- **Experience.** Relevant exposure/ownership in Aerospace and Defense program management or manufacturing management is *highly* preferred, but not required.
- **Education.** Bachelor’s or Master’s degree preferred but not required.
- **Master Communicator.** Highly effective and professional verbal and written communication skills with team, customers and suppliers
- **Multi-Task.** Must be able to track, manage and prioritize multiple simultaneous tasks and jobs.
- **Software Savvy.** Working knowledge of computer ERP systems, MS office, and email.
- **Data to Decisions.** Skill in sorting and analyzing data into actionable information to inform major decisions.
- **Lead.** Ability to lead cross-functional teams through complicated topics and problems.
- **Details.** Superior attention to detail will net superior outcomes and is needed to excel.
- **Grasp Big Picture.** Experience understanding and aligning macro customer needs and company needs.
- **Citizenship.** Must be a U.S. citizen or national, U.S. permanent resident (current Green Card holder), or lawfully admitted into the U.S. as a refugee or granted asylum.

PERFECT PARTS FAST