



## Director, Wholesale Partnerships (India)

Location: Delhi NCR (Noida), India

Are you a change maker who wants to play a pivotal role in restoring vision for millions of people in low income settings across India?

VisionSpring, an international social enterprise, seeks a Director of Wholesale Partnerships to lead a pan-India sales team, and develop new customer relationships - particularly with hospitals, Government, and mass market retailers who low-income communities - and a national channel partner network. The Director will foster and manage key accounts, grow sales across multiple optical product categories (reading glasses, frames, sunglasses, etc.) and oversee seamless completion of the sales management process. The Director will lead the rapid expansion of the India Wholesale Partnerships business, serve as a member of the India Leadership team, and reports to the Country Director. S/he will be based out of our India head office in New Delhi.

### About You

- You want to build a socially oriented business. You are fueled by a high growth environment. Nothing feels better than achieving your targets with the help of your team.
- You are leader who brings out the best in others. You have a led and mentored an experienced sales team. You prioritize, delegate, problem solve, and over communicate.
- You have extensive sales experience in business-to-business and institutional sales and fully understand the sales management process cycle. You are particularly adept at wholesale sales, and have exposure to tender business.
- You have independently managed a P&L.
- You are strategic in your approach to new territories, actively network to identify new partners, and nurture key accounts. To deepen market penetration, you leverage direct sales, tender routes, and channel partner networks.
- You have a special talent for negotiating with partners for a win-win closure of deals.
- You have the experience, maturity, confidence, and the communication skills to interact with people at senior positions. You can get others excited about what they are going to do.
- You're equally comfortable in a board room environment and in the field.

### About Us

- We are creating access to affordable eyeglasses, everywhere; because clear vision creates opportunities for increased learning, work, safety, civic participation, and quality of life.
- As a social enterprise, social change motivates us first. Our focus on sales and revenue targets serves and advances our mission objective - to increase functioning, productivity, and income

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earning potential for low-income consumers through the correction of refractive error with eyeglasses.

- We are working to transform the systemic dysfunction of the optical market which has failed to deliver eyeglasses, a 700-year-old technology, to 644 million consumers in need of vision correction, most earning less than \$4 a day.
- We serve low income consumers not as beneficiaries but as customers. Our customers expect a high quality and affordable product and will spend limited discretionary income for the immediate and tangible benefits of vision correction.
- By selling eyeglasses, we awaken new demand and seed a viable market. By selling new eyeglasses we are able to serve four times as many people per dollar input than the alternative of donating recycled ones. To efficiently scale, we must deliver each new unit with less cost.
- We run our business on both sales metrics and social impact measures. We exploit a range of organizational forms and practices to get the job done.
- We believe in scaling our impact, not our organization. We are a lean team of doers.

## What You'll Do

### Sales Strategy & Implementation

- Evolve three-year rolling plans to deliver against VisionSpring's 2017-2019 strategic plan and 2020 goal of distributing 10 million pairs of eyeglasses.
- Set annual sales and revenue targets and customer segment strategies for meeting them.
- Prepare operating budget. Manage the Partnerships P&L.
- Monitor Key Performance Indicators and adjust course as needed to achieve targets.
- Problem solve on enterprise-wide issues and work to advance the achievement of VisionSpring's global strategy.

### New Business Development

- Deepen market penetration in five of India's most impoverished states.
- Identify and pursue new opportunities to grow partnerships with eye hospitals and other health service providers, assist them in introducing or expanding their optical services.
- Build a new government tenders business to fulfill district and state-level needs for reading glasses and children's prescription eyeglasses (and vision screening where relevant)
- Develop and manage the channel partner network with the help of the sales team.
- Grow a network of mass market retailers to deliver world-class customer service and engagement.
- Represent VisionSpring at industry forums and in peer groups. Attend educational and market development events such as partner workshops, seminars, conferences, trainings, etc.

### Key Account Management

- Map and manage key accounts. Strengthen relationships with all key opinion makers and stakeholders.

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- Proactively identify high potential partners. Network and cold-call in support of the team to find sales opportunities.
- Develop a series of workshops to celebrate high performing partners and promote best practices sharing cross the network

#### Pan-India Sales Team Management

- Develop and lead an entrepreneurial, pan-India sales team. Play a hands-on-roll in recruiting all-star candidates, training and career development.
- On a rotating basis, accompany team members in face to face meetings with new and existing customers to help advance high potential partnerships.
- Work with the team to achieve monthly sales targets with strong pipeline tracking of new and repeat orders.
- Ensure the integrity of all data in the Customer Relations Management system team – that it is up to date and accurate.
- Lead by example. Steward a performance based culture.

#### Product Development & Operations Integration

- Liaise with the supply chain team for inventory forecasting and seamless dispatch of sales orders.
- Regularly follow-up with customers for pre and post sales documentation and payments.
- Ensure VisionSpring delivers on its promise to deliver radically affordable, high quality, attractive eyeglasses. Be responsive to customer preferences and feedback.
- Work with VisionSpring's procurement division, suppliers and manufacturers to develop new products and designs.

#### What's Required

- Master's degree, preferably in business.
- Minimum of 10 years of professional experience in business-to-business and institutional sales.
- Willingness to travel up to 50% of the time, within India.
- Exposure of working across India.
- Excellent communication skills in English and Hindi.

#### Compensation

- Salary based on experience and education.
- Exciting performance incentives.
- VisionSpring offers competitive benefits, including health insurance and generous vacation time.



## To Apply

- Please submit an application including a thoughtful cover letter and a CV to: [hr.india@visionspring.org](mailto:hr.india@visionspring.org)
- Include your last name and "Director, Wholesale Partnerships (India)" in the subject line. Early application is encouraged.
- Only candidates to be interviewed will be contacted.
- VisionSpring is an Equal Opportunity Employer.

## VisionSpring:

VisionSpring ([www.visionspring.org](http://www.visionspring.org)) is a global social enterprise and was founded in 2001 by US optometrist, Dr. Jordan Kassalow. VisionSpring's mission is to ensure access to affordable eyewear, everywhere. VisionSpring achieves its mission by delivering high-quality, culturally-appropriate eyeglasses and eye-screening services to people at the base-of-the-socio-economic pyramid in developing economies. Its work has enabled over 3.5 million people to gain access to affordable eyeglasses over the last 15 years. This includes over 1.5 million pairs of eyeglasses dispensed in India alone. In 2016 alone, VisionSpring's reached close to 1 million people globally and dispensed more than 6,50,000 eyeglasses in India.

VisionSpring has been recognized by the Skoll Foundation, the Aspen Institute, the Draper Richards Kaplan Foundation, and the World Bank. Dr. Kassalow is one of the Schwab Foundation's 2012 Global Social Entrepreneurs of the Year, the inaugural winner of the John P. McNulty Prize, and was named as one of the Impact 30 by Forbes Magazine. In 2014, VisionSpring received, in partnership with Warby Parker, the Tribeca Disruptive Innovation Award.

## Some of our key operating verticals are:

**Wholesale Partnerships:** It's a wholesale channel to provide affordable eyeglasses to the eye hospitals, Government, and mass market retailers across the country. The vertical leverages established distribution channels of the partner eye hospitals, Government, and mass market retailers to reach our target customers (those earning less than \$4 per day).

**Vision Access Projects:** Works closely with corporate partners to help them fulfil their Corporate Social Responsibility (CSR), Human Resources (HR), and Marketing goals. In addition to the corporates, the vertical also partners with NGOs, village-level entrepreneurs, faith-based institutions, and the Government to conduct eye-screening initiatives/camps and dispense eyeglasses to those who require. The patients diagnosed with cataracts and other complex eye diseases are referred to partner hospitals for further treatment. Vision Access projects operates around three impact themes: See to Earn; See to

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Learn; and See to be Safe. Through custom-designed impact projects, VisionSpring reaches with eyeglasses those who lack awareness, access, and affordability.

**Optical Hubs and Outreaches:** Consists of 10 optical hubs across 4 states in India. These hubs comprise of both standalone hubs and hubs located within the premises of partner hospitals and surgery centers. These hubs serve our target customers by providing comprehensive eye-exams and selling affordable prescription glasses, reading glasses, sunglasses, contact lenses, and other optical products. Some hubs have community outreach mobile van teams associated with them. These mobile van teams conduct eye-screenings and dispense eyeglasses in surrounding communities, schools, and workplaces.