

Senior General Manager

Location: Office space available at locations listed. The ideal location is lives near Monroe or Marysville, Washington

Industry: Construction & Trades - Other

Job Category: General Management

At WillScot, the General Manager is responsible for the overall success of the MSA (Metropolitan Statistical Area) by leading a \$5M+ P&L with multiple lines of business (storage & modular), increasing employee engagement, and ensuring safety at all branches.

The General Manager will be accountable for developing and implementing both short-term strategies to achieve EBITDA targets and revenue performance and improving units-on-rent, leveraging Value Added Products and Services (VAPS) to enhance product offerings and maximize revenue, develop a product/market strategy to drive growth and Return on Capital (ROC). The Sr. Manager, General Manager ensures that our teams work safely and continuously improves engagement and eNPS.

What You'll Be Doing:

- Lead MSA by developing growth strategies and execute overall company business objectives.
- Manage the P&L and ensure the revenue growth and profitability for the MSA.
- Manage the field sales team, develops appropriate communication and support programs to achieve plan objectives.
- Generate marketing and commercial plans to achieve annual plan objectives.
- Develop and execute MSA growth strategy to achieve annual increase in Units-on-Rent (UOR) and revenue growth.
- Lead and coach the employees and provide organizational leadership to foster employee engagement to meet business need.
- Actively manage and develop leaders within its MSA to promote optimal fleet, real estate and workforce utilization to meet customer requirement.
- Observes and seeks out trends in market space which have an impact on existing lines and provide insights to production management team for new products developments.
- Provides other functional departments information on a timely basis in support of ongoing business activities such as forecasting, product requests, and regulatory/legal issues.

Education and Experience:

- B.S. in Business Administration, Marketing, or related business field or equivalent years of experience.
- Minimum of 3 years of experience in progressively responsible Business Unit Management roles.
- The most preferred candidates will have demonstrated successfully managing a P&L previously.
- Must be able to travel at least 25% of the time.

Preferred Requirements:

- Master's degree in Business Administration or related fields.
- Experience working closely with sales teams for the purpose of product strategy and identification of the voice of the customer.
- Flexibility and organization to manage multiple projects and assignments.
- Ability to thrive in a highly dynamic, entrepreneurial, time-sensitive, collaborative environment.

- Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance.
- Strong customer presentation and communications skills and experience.
- Extensive network within the public administration, construction and industrial business.
- Proven experience of a rental type of business, such as construction materials, car leasing; or in Logistics, transportation business if not in construction.
- Experience in working in an international operational/functional matrix organization.

Security Clearance Required: No

Visa Candidate Considered: No

Compensation

- Base Salary - USD \$150,000 to \$180,000
- Full-time
- Benefits - Full
- Relocation Assistance Available - Possible for ideal candidate
- Commission Compensation - No
- Bonus Eligible - Yes
- Overtime Eligible - No
- Interview Travel Reimbursed - No