

# Sales Director, ID Signsystems LLC

## Lead Growth Across Healthcare, Campus, Civic & Corporate Environments

ID Signsystems (IDS) is a vertically integrated signage and architectural branding partner specializing in complex environments where signage matters most—**healthcare systems, higher education campuses, civic/public spaces, and corporate environments.**

Under new ownership, IDS is entering a transformational growth phase fueled by investment, operational discipline, technology, and strategic expansion. We are seeking a **Sales Director** to help lead that growth and shape the future of the organization.

This is not a traditional sales management role centered on maintaining accounts and managing bid flow. It is an opportunity to build and lead the commercial strategy of a growing platform company while strengthening IDS's position in its core markets and expanding into new opportunities.

### The Opportunity

The Sales Director will work directly with ownership and executive leadership to drive revenue growth, strengthen strategic relationships, and align sales execution with operations, estimating, engineering, fabrication, and project delivery.

Success in this role requires someone who understands how complex signage and architectural branding programs are sold, coordinated, fabricated, and delivered—and who wants autonomy to help shape where the company grows next.

### Key Areas of Responsibility

- Lead and scale IDS's sales organization across healthcare, higher education, civic/public, and corporate environments
- Develop strategic relationships with healthcare systems, universities, municipalities, architects, designers, contractors, and corporate clients
- Drive disciplined forecasting, pipeline management, CRM utilization, and KPI visibility
- Pursue and close high-value, complex project opportunities
- Align sales strategy with operational execution across estimating, engineering, fabrication, and project management

- Represent IDS at industry events, customer meetings, networking functions, and strategic growth initiatives

### **Who Will Thrive Here**

This role is best suited for a builder, someone motivated by growth, accountability, and the opportunity to make a measurable impact on a company's trajectory.

The ideal candidate understands the nuances of healthcare, campus, civic, and corporate environments and knows how to sell long-term value in complex project settings. You should be equally comfortable leading strategy, developing relationships, and driving execution.

### **Qualifications**

Candidates should bring:

- Proven B2B sales leadership experience within signage, architectural products, construction-related services, or other complex project-based industries
- Experience leading teams, managing pipelines, and driving measurable revenue growth
- Strong business acumen and executive-level communication skills
- Understanding of fabrication, construction, and operational execution
- A process-oriented mindset with strong CRM and forecasting discipline

### **Why ID Signsystems**

IDS combines deep expertise in high-impact environments with vertically integrated capabilities across design coordination, fabrication, and installation.

The company is actively investing in systems, technology, facilities, and people while maintaining a culture grounded in accountability, professionalism, craftsmanship, and execution. This role offers direct access to ownership, significant autonomy, and the opportunity to become a foundational leader during a defining phase of company growth.

### **Compensation & Career Growth**

- Highly competitive compensation package:
  - Base: \$80-\$100K plus commission plan
  - OTE: \$200K+

- Long-term executive growth potential
- Meaningful autonomy and influence within the organization

## To Apply

Please submit your resume to [contact@idsignsystems.com](mailto:contact@idsignsystems.com) along with a brief introduction highlighting:

- Why this opportunity interests you
- Your most significant sales accomplishments
- Industries or markets where you bring strong relationships or expertise
- What you believe separates exceptional sales organizations from average ones

ID Signsystems is building something special. The right Sales Director will play a defining role in the company's next phase of growth.