



## JOB DESCRIPTION

### Company Summary

Canadian Solar Inc. (NASDAQ: CSIQ) is a vertically-integrated manufacturer of solar cells, modules and custom-designed solar power applications, as well as a full energy project service supplier. Canadian Solar's world-class team of professionals works closely with our customers to provide them with solutions for all of their solar needs. Founded in 2001, Canadian Solar is one of the world's fastest-growing companies in the solar industry and has been listed on the NASDAQ since November 2006. Canadian Solar is an equal opportunity employer.

**Position Title:** Director, Sales  
**Department:** Sales  
**Entity:** CSIUS – Module & System Solutions  
**Reports to:** GM, Tokyo  
**Location:** Tokyo

### Position Summary:

The Director of Sales and is responsible for leading the Residential Sales team, planning and implementing comprehensive internal and external programs that increase revenue and profits utilizing the existing sales force and expanding or modifying the team as needed. This role is in a key position to formulate innovative business development and sales strategies. The Director of Sales will form productive and sustainable relationships with external business partners and the community to ensure the ongoing success of our business. Product offering, pricing, selling strategies and leadership are key functions of this position as well as decision making tied to making financial decisions that affect margin and inventory. The Director of Sales will deal with an array of potential customers--direct and indirect--and will possess a high level of sophistication and ability to deal with each of these groups. The Director of Sales will actively drive the expansion of Canadian Solar business activities to further downstream operations and will support its implantation with other functional leaders (Sales Operations, Supply Chain, Product Management, IT, HR,...)

### Primary Responsibilities:

- Execute Company strategic plans
- Responsible for delivering the targeted quarterly and annual revenue and margin contributions
- Identify project and client opportunities while managing programs and assisting with the preparation of marketing materials and campaigns
- Establish, expand and manage a network of customers offering solar photovoltaic modules and energy storage solutions for residential rooftop applications
- Appoint sales and marketing counsel and general staff support to all departments within the organization
- Assess operational issues about competitiveness, staying current in terms of trends, innovations and pricing and propose evolutions in operations and product offering to remain in a leading position
- Stay up to date with external and internal developments in the environment for identifying new market segments



- Carry out feasibility studies/business plans for product or service improvement, customizing, re-modeling and new product / sales / service development
- Manage specific programs for all new products
- Participate in developing a process to gather continuous feedback from clients
- Organize and implement training sessions for staff and clients
- Responsible for planning and monitoring budgets and planning
- Ensure that all business activities are performed with the highest ethical standards and in compliance with the Canadian Solar Code of Business Conduct
- Adhere to all health and safety rules and company policies
- Complete other duties and projects as assigned

**Required Qualifications:**

- 10+ years experience in technical sales, selling experience within the solar/battery/energy installation and adjacent industries is preferred
- Strong entrepreneurial background in the sales community
- 5+ years management experience
- Working experience in the Residential Sales and building industry an asset
- Minimum five (5) years working experience in business development
- Possess the following personal qualities: integrity, creativity, high standards, commitment, ethical values, and achievement oriented
- Excellent organizational, strategic, planning and implementing skills
- Ability to quickly learn detailed information about solar energy, the solar industry and related requirements
- Excellent management writing and verbal communication skills
- Excellent interpersonal relations and demonstrated ability to work with others effectively in teams
- Strong presentation, written, and verbal skills
- Proven skills to interact effectively with employees to direct workflow, assess performance and assign duties
- Able to create realistic schedules and meet deadlines under stress and interruptions
- Confident with decision making on determining project guidelines, purpose, following through and completion
- Understanding of financial reports including budgetary guidelines and project expenditures
- Computer literacy, including high proficiency of MS Office applications and Sales Force.com
- High level of critical and logical thinking, analysis, and/or reasoning to identify underlying principles, reasons, or facts
- Ability to follow through and complete overlapping projects
- Self-motivated and able to work independently and proactively without supervision.
- Great work ethic, can-do personality, competitive, creative and self-driven
- Ability to travel as required

**Accountabilities:**

- Meet the needs of the residential PV and energy market



- Ability to sell the full suite of components needed for a PV system (racking, inverter, BOS components, services).
- Local presence with multiple warehouses, tech support staff
- Ability to meet sales price requirements and to outperform competitors
- Meet target and supply needs as well as being technology agnostic (means manufacturing different PV technologies and offering broad variety of PV products)
- Highly motivated and will support sales and fulfill customer requirements and needs