



Opportunity Profile

Executive Search for:

Commercial Sales Manager



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Commercial Sales Manager

Sund Manufacturing

Remote

Full-Time

ABOUT SUND MANUFACTURING

Sund Manufacturing, Inc. is a fourth-generation, family-owned manufacturing company headquartered in Newburg, North Dakota. With over 80 years in the industry, Sund specializes in custom-built, turn-key oil field equipment, offering a full range of on-site services including structural welding, pipe welding, assembly, construction, paint and blast, and electrical work. The team is committed to delivering quality products on time, directly to the job site.

Driven by a culture of continuous improvement and a strong commitment to quality and safety, Sund Manufacturing follows rigorous quality management processes and has adopted Lean Manufacturing principles to maximize efficiency and reduce costs. As a family-owned business, their reputation is at the core of everything they do and they take pride in not just meeting customer expectations, but exceeding them.

ABOUT THE OPPORTUNITY

The Commercial Manager is responsible for owning the full lifecycle of sales opportunities, from initial customer engagement through final quote submission and contract award. This role serves as the commercial leader and internal quarterback, ensuring all opportunities are strategically positioned, accurately scoped, and competitively priced.

This position also manages and develops the outside sales function, aligning market activity with company capabilities and strategic objectives.

This is a leadership role focused on decision-making, alignment, and accountability.

KEY RESPONSIBILITIES TO ACHIEVE SUCCESS

The Key Accountabilities for the position include but are not limited to the following:

Revenue Growth & Client Expansion

Drives revenue growth by building and executing targeted client acquisition strategies, leveraging existing relationships across the oil and gas sector while identifying opportunities to expand into adjacent industries.

Opportunity & Customer Ownership

Takes ownership of key customer relationships and high-value opportunities, leading the full sales cycle from qualifying incoming requests and defining win strategies to negotiating terms and closing deals.

Bid & Proposal Leadership

Stewards the bid process, setting timelines and priorities while serving as a central coordination point across sales, engineering, supply chain, and operations to deliver proposals that are complete, aligned with customer requirements, and competitive.

Sales Team Leadership

Manages and develops an outside sales personnel (1) by implementing disciplined sales processes, setting territory and account priorities, and driving accountability for pipeline quality, forecasting, and opportunity conversion.

Commercial Strategy & Pricing

Leads commercial strategy by setting pricing based on market conditions, and capacity, while evaluating risks and making informed margin decisions in alignment with company leadership.

Industry Presence & Brand

Represents Sund Manufacturing at key industry events and builds strategic partnerships rooted in trust and a customer-first approach to establish the company as a premier fabrication partner within the oil and gas sector and beyond.

REQUIREMENTS OF THE POSITION

The ideal candidate for the position will match as many of the qualifications as possible listed below:

- 10+ years' experience in oil & gas, fabrication, or industrial services
- Existing network with operators, EPCs, or industrial clients
- Proven track record of growing revenue and winning new business
- Strong understanding of estimating, pricing, and project execution realities
- Proven ability to lead cross-functional teams without direct authority
- Comfortable being in the field, not just behind a desk
- Experience managing or mentoring sales personnel
- Commercial mindset with the ability to balance risk, competitiveness, and profitability

TOTAL COMPENSATION

Competitive salary and benefits package based on experience with performance-based bonuses tied to revenue growth, new clients, and margin improvement.

THE SEARCH

Sagency, an executive search and leadership consulting firm, has been retained for this Commercial Sales Manager search.

Sagency consultants will review and evaluate all interested parties to help the hiring manager review a final group for consideration.

The search will be conducted in a professional manner, and all potential candidates will be given consideration. Candidate conversations and information will be handled with great discretion and confidentiality. Sagency and Sund Manufacturing are equal-opportunity employers.

If, after reviewing this Opportunity Profile, you believe your experience, capabilities, and passion align with the requirements of this role, we welcome your interest. The application and selection process will proceed as follows:

Step 1: Submit Your Application - Visit [APPLY: Sund Manufacturing](#) to complete the online application and upload your resume. Applications will be accepted on a rolling basis until the position is filled.

Step 2: Interview with Sagency - Qualified candidates may first be contacted for a brief phone conversation, followed by a 60-minute video interview with a Sagency Executive Search Consultant.

Step 3: Client Interviews - Top candidates will be invited to participate in the first round of interviews with Sund Manufacturing.

Thank you for your time and interest in this role.