

# Overview of Atlantic Research Technologies' Executive Search Services in Recruiting for Sales, Marketing & Business Development Searches

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Atlantic Research Technologies (ART), established in 1987, conducts global executive searches for Sales, Marketing, and Business Development roles, focusing on positions like Chief Revenue Officer, Chief Sales Officer, Chief Marketing Officer, VP Sales, VP Marketing, Sales Director, Country Manager, Business Development Manager, and various specialized managers (e.g., Channel Sales Manager, Product Manager, Digital Marketing Manager).

Their recruitment prioritizes long-term matches that align with client missions, cultures, and resources, going beyond resume fits to evaluate track records in sales growth, quota achievements, and realistic goal-setting. ART addresses risks in these high-stakes roles by assessing candidate suitability to business models and ensuring client support for ambitious targets, ultimately aiming to build stronger companies through empowered hires rather than quick fills.

## **Expertise and Sector Coverage**

ART's expertise lies in identifying professionals who act as strategic advisors to senior management, capable of creating markets, expanding geographies, prospecting new sectors, adjusting distributors, and shifting channel strategies. They emphasize candidates with proven success in industry-specific models, creative problem-solving, and adaptability to economic cycles.

Sectors covered include Semiconductors & Electronics, Industrial Products & Equipment, Engineering & Construction, Consumer Products & Services, Medical & Health Technology, Energy & Power Generation, Chemicals & Advanced Materials, Aerospace & Aviation, Automotive & Transport, IT & Communications Services, FinTech & Business Services, and Logistics & Supply Chain Services.

Clients are innovative firms seeking leaders to drive proactive growth, not just reactive sales, across boom and downturn periods. Challenges addressed include minimizing placement risks, aligning resources with goals, and countering rushed hiring in global economies.

## **Positions Recruited**

ART recruits for senior roles with responsibilities in revenue generation, team leadership, strategic planning, and market expansion, often requiring 5-15+ years of experience, sector knowledge, leadership skills, and abilities in negotiation, CRM, analytics, and cross-functional collaboration. Titles span executive levels like VP Sales & Marketing, Director of Sales, Business Development VP, and specialized roles such as Brand Manager or E-Commerce Manager, with emphases on hands-on,

aggressive, results-oriented profiles for startups, multinationals, and growth firms. Requirements frequently include track records in quota achievement, deal-closing, team building, and international experience, with bonuses like multilingual skills or technical expertise in areas like semiconductors or SaaS.

## Global Reach

ART's searches are worldwide, supporting international expansions with roles like Global VP Sales & Marketing, VP International Sales & Marketing, and Regional Directors. While many positions are US-based, they often involve global responsibilities, such as managing teams in Asia, Europe, Latin America, the Middle East and Africa, and addressing cross-cultural challenges like language fluency (e.g., Japanese, Mandarin) and market entry strategies. Their approach facilitates geographic expansions, distributor negotiations, and territory development across continents.

## Review of Past and Current Searches

ART's work shows a strong focus on sales leadership in tech-heavy sectors like semiconductors and software, alongside consumer and industrial fields, often for US-based roles with international scope. Patterns include emphasis on aggressive growth strategies, team management, and sector-specific expertise, particularly in North America but extending to global markets. ART has notable activity in Asia-Pacific, with multiple examples across high-growth markets.

Region	Job Title	Location	Company Type	Key Requirements	Sector Relevance
US	VP Sales - Automotive Components	Flexible (ideally OH or MI)	Automotive component manufacturer	5+ years automotive sales; Japanese automaker experience; fluent Japanese/English; aggressive prospector	Automotive
US West	Western Regional VP Sales - FMCG	CA, AZ, CO, WA, UT	Consumer products firm	Experience in retail distribution; account management; persistent sales to major chains	Consumer Products/FMCG
US Northeast	Sales Manager - Americas - Semiconductors	NY/NJ	Semiconductor distribution firm	Sales leadership; team building; semiconductor distribution track record; travel willingness	Semiconductors/ Electronics
US/Canada	VP Sales - Petrochemical Equipment	TX or AB	Petrochemical equipment firm	5+ years O&G equipment sales; offshore knowledge; global travel	Oil & Gas/ Petrochemical
US Northeast	USA VP Sales - Industrial Equipment	Northeast	Industrial equipment firm	5-10 years capital equipment sales; 3+ years management; strategic growth planning	Industrial Equipment
US Northeast	VP Sales - Healthcare SaaS	Northeast	Healthcare SaaS firm	8+ years B2B SaaS sales; leadership in health/government tech; deal-closing experience	Healthcare SaaS
US Southeast	VP Sales & Marketing - Biometrics	FL	Biometrics subsidiary	Retail/SME sales; build sales organization; high-volume environment	Biometrics/ Technology
US	VP Commercial Operations - Pharmaceuticals	CO	Pharmaceuticals firm	10-15 years ops/CRM; pharma experience; team leadership	Pharmaceuticals
US	VP Sales - Scientific Instrumentation	US/ Canada/ Mexico	Instrumentation firm	Sales to research markets; optical instrumentation knowledge; 30% travel	Scientific Instrumentation
US Southwest	VP Sales & BD - Telematics	Southwest or remote	Telematics firm	Sales to auto insurance; revenue forecasting; contract negotiation	Telematics/Auto Insurance

US Midwest	VP Sales & Marketing - Electronic Components	Midwest	Electronics manufacturer	4-6 years electronics sales; strategic planning; global travel	Electronics
US	VP BD & Strategy - Entertainment	CA	Entertainment firm	7+ years M&A/strategic analysis; MBA; media/tech experience	Entertainment/ Motion Pictures
US Northeast	Director Brand Management - Consumer Products	MA	Consumer products firm	5+ years marketing; brand building; shopper marketing	Consumer Products/CPG
US	VP Sales & Marketing - Semiconductors	CA	Semiconductor company	Revenue building in embedded ICs; OEM relationships	Semiconductors
Latin America	Brazil Sales Director - Insurance	US Florida (Miami) or other US (Brazil focus)	Health-insurance firm	5+ years marketing/sales of IPMI; product development & regulatory approval; English + Portuguese; cross-functional leadership	Insurance (Health)
Latin America/Americas	Regional Commercial Director - Scientific Instrumentation	US Texas (Austin, Dallas-FtWorth, Houston)	European scientific-instrumentation firm	Hands-on hunter-pro prospector; supervise US team + distributors in Canada/Latin America; Scientific experience with spectrophotometers (XRM, XRD) a plus	Instrumentation
Europe (scope)	North America Sales Director - Aircraft Interiors	US (any)	European cabin-interiors manufacturer	Aircraft interiors sales; contacts with US/Canadian airlines; fluent English, French a plus; coordinates sales for market share/profit	Aerospace
Europe (scope)	U.S. National Sales Manager - Chemicals (Coatings)	US (open)	European industrial-coatings firm	Fast-paced sole-contributor; industrial-coatings expertise; B2B contacts; build North American market	Chemicals (Coatings)
Europe (scope)	VP Sales - Automotive Software	US Midwest (Detroit) US	European Automotive Software Company	Multinational experience, specifically Europe; work in multinational environment	Automotive Software
Europe (scope)	VP Sales and Marketing - Optical Instrumentation	Southeast (RTP, NC; Atlanta, GA)	UK scientific-instrumentation firm	Sales contacts at major defense/aerospace firms (e.g., Lockheed, BAE); strategic growth	Scientific Instrumentation
Europe (scope)	Vice President of Sales - Pressure Sensitive Tape	US (any)	European adhesive-tape firm	Results-oriented; experience selling into automotive, industrial, or consumer sectors; client-relationship skills	Adhesives/Tape
Middle East (scope)	VP Sales - Petrochemical Equipment	US (Houston, TX) or Canada (Calgary, AB)	European Petrochemical equipment firm	≥5 years selling equipment to oil & gas drilling (offshore focus); familiarity with automated drill-pipe handling; heavy global travel; customers include Middle East markets	Oil & Gas/ Petrochemical
Asia-Pacific	VP Sales - Semiconductor Capital Equipment	East Asia (Taiwan, Singapore, Korea, China, Japan)	Major semiconductor capital equipment firm	15+ years global sales; leadership/mentoring; experience in fast-growing Asian markets; process/metrology equipment to compound semiconductors; Mandarin/Korean/Japanese a plus	Semiconductors
Asia-Pacific	Greater China Sales Director - Medical Devices	China (Shanghai)	Fast-growing global medical device firm	Fluent English/Mandarin; organization/planning/negotiation; results-oriented; supervise sales, develop plans, training; extensive travel in China/Taiwan	Medical Devices
Asia-Pacific	China VP Sales - Consumer Electronics	China (Shenzhen)	Fast-growing Asian consumer electronics firm	Experience in consumer electronics sales/marketing; responsibility for domestic/export sales; major chain store experience a plus	Consumer Electronics

Asia-Pacific	Korea VP Sales & Business Development - Services	Korea (Seoul)	Fast-growing international services firm	Fluent Korean/English; 10-15+ years high-value services sales; build relationships/partnerships, negotiate contracts	Services
Asia-Pacific	Japan Sales Manager - Chemicals	Japan	American chemicals manufacturer (epoxies, coatings)	Fluent English/Japanese; 5+ years industrial sales; customer-oriented; travel within Japan/internationally	Chemicals (Coatings/Adhesives)
Asia-Pacific	ASEAN Business Director - Packaging Equipment	Malaysia or Indonesia	Major European packaging equipment manufacturer	Fluent English (ASEAN languages plus); develop sales network/marketing plans; penetrate segments	Packaging Equipment
Asia-Pacific	Asia Sales Director - Aerospace	Singapore preferred	Major aerospace component manufacturer	Background in landing gear/bushings/MWD; selling into MRO space; fast-paced	Aerospace
Asia-Pacific	Senior Vice President & General Manager - Asia Region - IT Services	China (Hong Kong)	North American IT services firm (travel sector)	Strong airline sector contacts; full P&L; strategy/business plan; covers China/Korea/Japan/Australia/India	IT Services (Travel)
Asia-Pacific	Director of Business Development - Biotech	Japan (Tokyo)	European biotech firm	5-7 years technical sales in life sciences; network in pharma/biotech; drug discovery experience	Biotech/ Life Sciences