



Title/Role: Senior Director of Sales & Sponsorships
Department: Membership & Strategic Partnerships
Type: Exempt
Location/Base: Hybrid / Baltimore, MD-Washington DC Preferred
Salary Range: \$105,000-\$120,000

ORGANIZATION PROFILE

The Oceantic Network (the Network) envisions a thriving ocean renewables industry powering strong economies. Our collaborative nonprofit network advances the ocean renewables market and builds a robust supply chain of local companies. We partner with private industry and government agencies to build a resilient supply chain to create and sustain jobs, benefit local economies, and ensure cost-effective clean energy. We advance our mission by connecting developers, policymakers, academics, and community and workforce leaders through events, education, digital tools, and policy initiatives to grow the vital offshore wind and ocean renewables sectors.

POSITION OBJECTIVE

Oceantic Network is seeking a high-impact, revenue-focused Director of Sales & Sponsorships to lead and scale our sponsorship, exhibit, and partnership sales across a portfolio of industry-leading events and initiatives. This position is more than a sales role—it's about building long-term, strategic relationships with mission-aligned companies that drive the success of the ocean renewables industry.

This is not just a job. It's an opportunity to shape the trajectory of a growing, high-impact industry while directly influencing the financial strength of Oceantic Network. If you are motivated by relationships, revenue, and results—and thrive in fast-paced, mission-driven environments—we want to hear from you.

This role is mission-critical, historically securing 80% of Oceantic's operating revenue. The ideal candidate is a passionate, results-driven professional with a hunter's mindset and a consultative sales approach. You understand how to close, deliver, and renew large-scale B2B deals—while strengthening relationships with sponsors, exhibitors, and member companies. You're driven not just by revenue, but by advancing a cleaner, more sustainable energy future.

This is an 80% sales / business development position, with a deep emphasis on relationship-building, pipeline development, and year-over-year growth. You'll collaborate with the membership, events, and marketing teams—but ultimately own the revenue target. You'll also help sell membership when appropriate, as sponsorships and membership opportunities are often closely aligned.

POSITION RESPONSIBILITIES

- Lead the development, pricing, and sales of sponsorship and exhibit packages across all Oceantic events, including IPF and Global Gateway.
- Develop and maintain a target list of prospective sponsors in key industry segments and research

decision-makers to initiate outreach.

- Lead high-touch outreach to prospective partners through calls, emails, and in-person meetings to introduce sponsorship opportunities.
- Cultivate strong relationships with existing and new members.
- Establish and implement performance tracking and metrics.
- Own and exceed revenue targets through consistent prospecting, outreach, negotiation, and closing of high-value deals.
- Maintain a consultative approach—listening to sponsor goals, shaping proposals, and ensuring delivery aligns with expectations.
- Build trusted relationships with key member companies, long-term sponsors, and strategic partners.
- Serve as the primary point of contact for sponsors and exhibitors pre-, during, and post-event.
- Implement retention strategies based on feedback, data, and ongoing engagement.
- Develop year-round engagement opportunities beyond the conference.
- Travel to major industry events and client sites to deepen relationships and drive growth.
- Manage and report on all sales activity through CRM (Salesforce), tracking pipeline, performance, and close rates.
- Develop and oversee annual sales budgets, forecasting, and performance metrics.
- Coordinate across departments to ensure seamless fulfillment of sponsor deliverables.
- Lead logistics planning in partnership with the events team—supporting floor plans, contracts, vendor negotiations, and sponsor experiences.
- Conduct quarterly performance reviews and post-mortems to evaluate strategy and refine packages.
- Leverage emerging technologies, including AI, for efficiency, process and organization improvement.
- Track digital metrics and campaign performance.
- Implement continuous improvement by integrating new best practices and lessons learned to strengthen processes and overall organizational performance
- Perform other assigned duties.

EDUCATION AND EXPERIENCE

- Bachelor's degree in business, marketing, communications, or related field. (Equivalent experience considered.)
- 10+ years in B2B sales, preferably in sponsorship, events, or membership-based nonprofits.
- Proven track record of closing 5- to 6-figure sponsorship/exhibit deals.
- Exceptional client relationship and account management skills.
- Familiarity with Salesforce or similar CRM systems.
- Experience managing budgets, forecasting, and reporting metrics.
- Willingness and ability to travel domestically (30–40% of the time).
- Preferred Qualifications
 - Experience in the clean energy, trade association, or events industry is highly desirable.
 - Existing relationships in offshore wind, ocean renewables, or energy finance sectors a plus.
 - CEM, CMP, or relevant sales/event management certifications preferred.
- Strategic thinker with operational know-how and strong cross-functional collaboration skills.
- Self-starter with exceptional interpersonal, negotiation, and presentation skills.
- Exceptional organizational skills that reflect ability to perform and prioritize multiple and competing

- tasks seamlessly with excellent attention to detail
- Highly resourceful team player with the ability to work and function independently and collaboratively with diverse stakeholders
- Proven experience to manage time, activities, logistics for multiple teams within a growing and evolving organization
- High level written and verbal communication skills with ability to maintain accurate records and reports
- Proficient in Microsoft Office (Outlook, Word, Excel, PowerPoint, and Teams), Adobe Acrobat, and virtual meeting platforms such as (Zoom, WebEx, and GoToMeeting) as well as the ability to learn new systems relevant to the Network, e.g. Salesforce
- Strong technology skills and with ability to adapt to new systems as a fast learner
- Ability to navigate volatility, uncertainty, complexity, and ambiguity

If Position Is Remote:

- Excellent interpersonal and time management skills
- Ability to take direction and/or accept tasks from multiple people
- Ability to deal effectively with deadlines and time pressures
- Ability to work with minimum supervision, set priorities, and multitask
- Ability to think quickly and follow through accordingly

BENEFITS AND COMPENSATION:

The salary range for this position is commensurate with experience. For full-time, benefit eligible employees, the Network offers an excellent range of benefits including:

- Medical Insurance
- Dental and Vision Benefits
- Employee Life Insurance
- Employee Short- & Long-Term Disability
- Paid Vacation
- Generous paid leave
- 401K Plan

WORKING CONDITIONS

- Work is in an office environment

The Oceanic Network provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the organization complies with applicable state and local laws governing nondiscrimination in employment in every location in which we employ staff. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.