



Senior Vice President, Sales: Gander Group

Location: Irvine, California (Greater Irvine Area)

Compensation: \$150,000 Base Salary + Commission + Performance Incentives

Reports To: CEO, Stran & Company, Inc.

Direct Reports: 8-12 Sales Team Members

About Gander Group

Gander Group, a wholly owned subsidiary of [Stran & Company, Inc.](#) (NASDAQ: SWAG), is a leading provider of customer engagement, continuity, loyalty, gifting, promotional merchandising, and branded marketing solutions for casino operators across the United States. Gander Group partners with some of the nation's most recognized gaming and entertainment brands to create programs that drive player loyalty, increase redemption rates, strengthen customer engagement, and deliver measurable business results. Our mission is rooted in innovation, partnership, and helping our clients create memorable experiences that keep their guests coming back.

Position Summary

Gander Group is seeking a highly driven, metrics-oriented Senior Vice President of Sales to lead the next phase of growth for our organization. This executive will lead an experienced and established sales team and be responsible for driving performance, building accountability, fostering team engagement, enhancing visibility into sales activity, and developing a repeatable system for new client acquisition, existing client expansion, and client retention.

This leader must be equally comfortable in the boardroom and in the field. We are looking for a player-coach who leads by example, actively participates in customer-facing activities, and inspires a culture of ownership, execution, and continuous improvement.

The ideal candidate possesses deep knowledge of the casino industry, understands the internal buying processes of casino organizations, and has demonstrated success navigating relationships with marketing, player development, promotions, procurement, operations, and executive stakeholders within gaming organizations.



Success in this role will require a strategic thinker, talented coach, disciplined operator, and respected sales leader capable of scaling sales effectiveness while preserving the entrepreneurial and client-focused culture that has made Gander Group successful.

Mission

The Senior Vice President of Sales will:

- Build, develop, and lead a high-performing sales organization focused on sustainable revenue growth.
- Increase new casino client acquisition while expanding wallet share within existing accounts.
- Implement a disciplined and measurable sales process that improves visibility, forecasting accuracy, and pipeline development.
- Drive a culture of accountability through structured activity metrics, coaching,[GU8] [MT9] professional development, and performance management.
- Foster a high-performance culture with shared goals, clear expectations, and strong team engagement.
- Develop and execute a go-to-market strategy that accelerates growth across casino loyalty, continuity, gifting, promotional, and customer engagement solutions.
- Serve as a strategic partner to executive leadership by identifying growth opportunities, market trends, and organizational improvements.
- Attract, hire, develop, and retain top-performing sales talent.

Essential Responsibilities

Sales Leadership & Team Development

- Lead, coach, and develop a team of 8-12 sales professionals with diverse backgrounds, experience levels, and areas of expertise.
- Create a culture of accountability, execution, teamwork, and continuous learning.
- Conduct regular one-on-one coaching sessions, sales reviews, pipeline reviews, and performance discussions.
- Establish clear performance expectations and hold team members accountable for activity, opportunity development, forecasting accuracy, and results.
- Assess existing talent and make strategic decisions regarding coaching, development, succession planning, and hiring.
- Build trust and credibility throughout the organization while earning buy-in from an established sales team.



Revenue Growth & Business Development

- Drive growth through a balanced focus on:
 - New client acquisition
 - Existing client expansion
 - Client retention and renewal
- Partner with sales representatives on key opportunities and strategic accounts.
- Participate directly in prospect meetings, presentations, negotiations, and contract discussions.
- Help reduce account concentration risk through disciplined portfolio diversification
- Develop strategies to penetrate new casino operators, tribal gaming organizations, and regional gaming groups.
- Identify opportunities to expand relationships with existing accounts and improve share of wallet.

Sales Process & Operational Excellence

- Evaluate and optimize current sales processes, methodologies, reporting, and performance metrics.
- Establish a systematic and scalable sales operating rhythm.
- Improve CRM utilization, opportunity tracking, forecasting accuracy, and pipeline visibility.
- Create dashboards and reporting that provide actionable insights into team performance.
- Implement best practices for prospecting, qualification, pipeline management, account planning, and client retention.

Strategic Leadership

- Develop and execute annual and multi-year sales growth strategies.
- Analyze market trends, competitive positioning, client feedback, and performance metrics to identify opportunities for growth.
- Collaborate closely with Marketing, Operations, Client Services, Product Development, Finance, and Executive Leadership.
- Recommend organizational improvements that increase efficiency, productivity, and revenue generation.
- Contribute to the overall strategic direction of Gander Group and Stran.

Industry & Client Expertise

- Leverage knowledge of casino operations and decision-making structures to accelerate growth.
- Build relationships with executive decision-makers across casino organizations.



- Understand the motivations, priorities, and purchasing processes of key stakeholders including:
 - Chief Marketing Officers
 - Marketing Directors
 - Player Development Leaders
 - Promotions Executives
 - General Managers
 - Procurement Teams
 - Tribal Leadership
 - Operations Executives
- Represent Gander Group at industry events, conferences, customer meetings, and networking functions.

Qualifications

- Bachelor's degree in Business, Marketing, Communications, or related field preferred.
- 10+ years of progressive sales leadership experience.
- Demonstrated success leading sales organizations within a \$30M+ revenue business.
- Proven experience managing and developing sales teams with diverse compensation structures.
- Track record of elevating sales organization performance and driving measurable improvement.
- Experience implementing sales methodologies, performance management programs, and accountability systems.
- Demonstrated success building predictable sales pipelines and forecasting processes.
- Strong recruiting, interviewing, and hiring experience.
- Excellent communication, presentation, coaching, and leadership skills.
- Advanced CRM and sales analytics proficiency.
- Willingness to travel as needed throughout the United States (approximately 30-40%).

Preferred Experience

- Direct casino, gaming, hospitality, loyalty, promotions, customer engagement, or related industry experience.
- Existing relationships within the casino industry.
- Strong understanding of casino organizational structures and purchasing processes.
- Experience selling programs with both long and short sales cycles.
- Demonstrated success managing complex sales opportunities with sales cycles that may exceed six to twelve months.
- Experience leading transformation and change management initiatives.



Key Leadership Competencies

The successful candidate will be:

- Metrics-driven and highly analytical.
- A hands-on player-coach who leads by example.
- A builder of culture, trust, and team engagement.
- Skilled at winning buy-in and driving change.
- Strategic while remaining operationally focused.
- Comfortable making difficult personnel and performance decisions.
- Highly accountable and committed to execution.
- Customer-centric and relationship-oriented.
- Entrepreneurial, proactive, and growth-minded.
- Passionate about developing people and building winning teams.

Performance Measures

Success in this position will be measured through:

- Growth in annual revenue, gross profit, and profitability.
- New client acquisition.
- Existing client expansion.
- Client retention rates.
- Pipeline growth and pipeline quality.
- Forecast accuracy.
- Sales activity and CRM adoption.
- Team engagement and retention.
- Talent development and hiring success.
- Achievement of annual strategic growth objectives.

At Gander Group, we believe loyalty is earned through innovation, partnership, and execution. We're looking for a leader who can inspire a team, create accountability, develop talent, and help shape the future of customer engagement across the casino industry.
