



Position Description – Account Executive - Hydrogen

Company Background

Based in Garrettsville, Ohio, about an hour southeast of Cleveland, Catacel is a venture-backed, high-growth company made up of experienced scientist-entrepreneurs. Catacel engineers and manufactures break-through, proprietary catalytic heat-exchanging materials that significantly reduce costs in the hydrogen production, hydrocarbon processing, and fuel cell industries by increasing process output and improving energy efficiencies. Catacel employs proprietary technology to apply and bond high-performance catalysts to the surface of formed thin metal foils. These foil-based catalysts have superior heat transfer properties that reduce chemical reaction constraints, provide greater surface area that improves catalytic function, and deliver greater durability leading to overall cost savings of 10-25%. These savings are derived from improvements in production throughput, energy efficiency, and physical plant construction costs. Catacel materials, supported by 22 issued US patents, represent a disruptive technology for established multi-billion dollar markets, as well as emerging advanced energy industries.

Catacel offers a casual, supportive, team-oriented work environment. We work hard, we expect results, and we have fun doing it. We plan to grow at about 100% per year over the next several years, which will bring opportunity and reward to those who can grow with us.

Market Opportunity

According to the research organization Newry, the global catalyst support and substrate market was \$14.4 billion in 2005, and is growing at a rate of 4% annually. Catacel's materials can address approximately 30% of that market, an opportunity of more than \$4 billion. Catacel has initially focused its efforts on and has good traction in the fuel cell and hydrogen production markets. In 2008, Catacel installed catalyst materials in a hydrogen plant constructed by Linde Hydro-Chem in Turkey, which continue to operate as expected. Two additional plant installations using a new generation of materials will go on-line in 2012. Additional market opportunities abound in confined space air treatment, gas-to-liquid fuel production, gas separation, carbon capture, and refinery/petrochemical applications. These sectors represent additional explosive growth opportunities for Catacel.

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Status: Exempt

Reports to: Sales Manager

Catacel is seeking an account executive to develop revenue opportunities in the global hydrogen production sector. The successful candidate will have an immediate impact on Catacel's sales and revenues by providing these essential functions:

- Educate all constituencies in the hydrogen production space about the benefits of Catacel technology, engaging plant operators and managers at a high level of technical proficiency.
- Work with potential customers and partners to create opportunities using Catacel materials.
- Identify, develop, close and provide post-sales support to key accounts.
- Develop, provide materials for, train and manage rep. networks as appropriate.
- Coordinate Catacel resources to provide pricing, catalyst and manufacturing support.

Key Success Factors:

- Develop and execute marketing strategy for increasing Catacel brand in hydrogen market.
- Develop and execute strategy for selling into the hydrogen market. Plant owner/operators must determine that Catacel's solution will save them money at little risk.
- Possess a high level of knowledge of hydrogen plant operations, installations and key plant staff.

Requirements:

Knowledge, education and experience:

- Minimum Bachelors degree in engineering or related is required; higher degree preferred.
- Minimum 1 year experience in hydrogen industry; three years preferred.
- Technical sales and business development experience or aptitude is essential.
- Proven ability to establish technical credibility via communications, operational calculations and modeling is required.
- Experience with developing early adopters for disruptive technologies is essential.

Competencies:

- Demonstrated ability to use strong technical background to influence decision makers.
- Demonstrated ability to build industry relationships.
- Consultative sales skills.
- Excel and/or other software appropriate for process modeling.
- Management-level communication and writing skills.

Core Values:

- Self starting, driven towards results, comfortable making decisions.
- Takes initiative, bias towards action.
- Collaborate and communicate with colleagues to ensure that the best thinking prevails.
- Keeps the needs of the customer in mind at all times.
- Embraces change and continuous improvement.

Working Conditions:

Working conditions are primarily office based; 10-30% travel required. Office noise is moderate. See physical factors.

Physical Factors:

Ability to travel as required. May be required to lift, push, and pull up to 25 pounds. Upon visiting hydrogen plants, may be required to climb while wearing personal protective equipment.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. Nothing in this job description restrictions management's right to assign or reassign duties to this job at any time. To perform this job successfully, an individual must be able to satisfactorily perform the essential functions of the job according to specific company requirements. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

Compensation:

Compensation will be competitive and commensurate with experience, and will have an incentive component.

Contact Information:

Qualified candidates should submit their resumes, with cover letter indicating availability and required compensation, to ehurley@catacel.com.