



## **DIRECTOR OF SALES & MARKETING-GREAT WESTERN INDUSTRIAL PARK - COMPANY SUMMARY:**

### **Overview of The Broe Group**

The Broe Group is a diversified value investor headquartered in Denver, Colorado. We buy and build businesses. For 38 years we have focused on asset based companies. Today, The Broe Group manages a group of affiliated companies that own and operate businesses in real estate, transportation, and energy. We have a multi-billion dollar portfolio and 1,000 associates across North America. It is only through well-researched, calculated transactions that we've grown to know such long-term accomplishment. The horsepower of The Broe Group is generated in two specific ways. First, the companies under our management employ a team of qualified and driven associates who are trained to recognize, analyze and connect our network of business partners to opportunities. Second, we empower those associates to make decisions that they are accountable to bring to fruition. By combining these two forces, The Broe Group is a proven business partner and catalyst for economic growth and accomplishment.

This role is responsible for creating new growth opportunities for The Broe Group through geographic expansion, identification of acquisition opportunities and creation of partnerships that will benefit new and existing customers. This role will initially focus on establishing and building relationships that will result in additional growth for the company.

The Broe Group is a diversified international investment and management company with a substantial portfolio of assets and business interests in Northern Colorado, where it has operated for over 25 years. Its Northern Colorado portfolio includes:

- The Great Western Railway, a regional freight railroad that connects Northern Colorado's industrial and manufacturing base to national and international markets. The railroad has a long heritage in the community as an integral part of Northern Colorado's industrialization, and a significant driver of job creation and investment for the region.
- The Great Western Development Company (GWIP), developer of over 1,700 acres for multiple uses, including the Great Western Industrial Park, Northern Colorado's premier location for industry and home to Owens-Illinois, Vestas, and other substantial manufacturers. In addition, the company's real estate affiliates own income producing industrial real estate and other property in the region.
- The Great Western Oil & Gas Company, an independent exploration and production company that has grown to become 7<sup>th</sup> in oil production in Colorado. It acquires and operates producing properties and undeveloped mineral rights for which it pursues an aggressive development program. Its principal operations are in the Denver-Julesburg Basin and the Williston Basin.

### **ESSENTIAL JOB DUTIES: Other duties may be assigned, as requested/required:**

- Deliver sales opportunities that benefit the real estate, railroad, oil and gas and water businesses.
- Create a marketing campaign to brand and promote all lines of business.
- Identify potential buyers and tenants for our properties.
- Lead or participate in transactions across all platforms.
- Source new real estate opportunities in the Northern Colorado market.
- Develop and maintain customer relationships through sales calls and meetings.

- Form relationships with the local and state economic development officials to attract new business.
- Work in a team environment with sales, operations, legal and other areas to create end to end customer solutions.
- Develop compelling proposals for customer opportunities.
- Provide market intelligence to the affiliate companies.

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**REQUIREMENTS:**

- 3-7 years of economic development, transactional, acquisitions, sales, leasing and/or development experience.
- Identify opportunities, negotiate and execute transaction.
- Demonstrated ability to apply strong sales skills to manage complex projects in a diverse environment.
- Strong interpersonal & business communication skills.
- High level of organization and attention to detail.
- Proven high performer.
- Previous experience with banking institutions, investment companies along with oil and gas experience, a plus.
- Bachelor's degree required, with significant experience in the areas of marketing and sales.
- Initiative to learn and grow all platforms within the affiliated companies.

**COMPENSATION:**

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A competitive total compensation package, including base salary commensurate with qualifications and experience; discretionary bonus opportunity; medical, dental, vision, disability, and life insurance plans; 401(k) Profit Sharing Plan; paid time off plan; paid holidays; company-reimbursed travel.

**CONTACTS:**

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Submit all resumes and salary requirements:  
Email: [bresrecruiting@broe.com](mailto:bresrecruiting@broe.com)