



Job Opening: Vice President of Sales

National Association of Underwater Instructors, Inc. (NAUI)

Headquarters: Riverview, Florida

Position Type: Full-Time | Executive Leadership

About NAUI

The National Association of Underwater Instructors, Inc. (NAUI) is one of the world's most respected and globally recognized scuba training agencies. With a mission centered on safety, education, and environmental responsibility, NAUI supports a worldwide network of instructors, dive centers, and industry partners committed to excellence in underwater education.

Position Summary

NAUI is seeking a strategic, results-driven **Vice President of Sales** to lead and grow our global sales efforts. This executive-level role is responsible for developing and executing sales strategies that strengthen member relationships, expand market presence, and drive sustainable revenue growth across domestic and international markets.

The Vice President of Sales will work closely with executive leadership, marketing, training, and operations teams to align sales initiatives with NAUI's mission and long-term organizational goals.

Key Responsibilities

- Develop and execute comprehensive national and international sales strategies aligned with NAUI's mission and growth objectives
- Lead, mentor, and manage the sales team, fostering a high-performance, member-focused culture
- Build and maintain strong relationships with NAUI members, dive centers, instructors, distributors, and strategic partners worldwide
- Identify new market opportunities, partnerships, and revenue streams within the scuba, travel, education, and related industries

- Collaborate with marketing and branding teams to ensure consistent messaging and effective lead generation
- Analyze sales performance, market trends, and member feedback to inform strategy and continuous improvement
- Represent NAUI at industry events, trade shows, conferences, and member meetings
- Prepare and manage sales forecasts, budgets, and performance reports for executive leadership

Qualifications

- Proven senior-level sales leadership experience, preferably in membership organizations, training/education, travel, or recreational industries
- Demonstrated success in developing and executing global or multi-market sales strategies
- Strong leadership, communication, and relationship-building skills
- Strategic thinker with a hands-on approach to execution
- Experience working with member-based or association-driven organizations is strongly preferred
- Passion for scuba diving, outdoor recreation, or the underwater industry is a plus

Location

This position is based at NAUI's headquarters in **Riverview, Florida**, with flexibility for travel as required to support national and international markets.

Why Join NAUI

- Opportunity to lead sales strategy for a globally respected scuba training agency
- Mission-driven organization with a strong legacy and loyal worldwide membership
- Collaborative leadership environment focused on growth, innovation, and continuous improvement
- Competitive compensation and benefits package

How to Apply

Interested candidates should submit a resume and cover letter outlining their qualifications and interest in the Vice President of Sales position to bpostell@naui.org.

NAUI is an equal opportunity employer and values diversity in our workforce.