

Vice President of Marketing

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ABOUT ALTO - SHAAM

Alto-Shaam has been changing how the world cooks since 1955. Founded in Menomonee Falls, Wisconsin, the company was born from a simple act of problem solving: how do you keep chicken hot on a cold Wisconsin winter delivery route? That spirit of relentless ingenuity has driven Alto-Shaam ever since, producing category-defining innovations that give commercial foodservice operators the confidence to embrace bold menu strategies and profitable new approaches.

Today, Alto-Shaam is a global leader in professional foodservice equipment, shipping to more than 90 countries from its headquarters and manufacturing campus in Wisconsin. The portfolio spans cooking, holding, and chilling solutions, anchored by proprietary technologies, including Halo Heat®, Structured Air Technology®, and the connected kitchen platform ChefLinc™, that set Alto-Shaam apart in a crowded market. Products are designed to deliver measurable return on investment, reduce labor complexity, and unlock menu versatility, outcomes that resonate across segments from fine dining and hospitality to healthcare, education, and convenience retail.



Alto-Shaam is family-led and future-driven. Seventy years in, the company continues to invest aggressively in manufacturing capabilities, including robotics and automation, to ensure that American-made quality remains the foundation of everything that leaves the plant. ISO 9001-certified globally, Alto-Shaam backs every product with world-class culinary, technical, and installation support, standing by customers through every stage of ownership. The company's purpose, to relentlessly pursue what's next with an appetite for quality and excellence, is not a tagline. It is lived daily through the "High Five" values: the highest quality in everything; winning together as a family; unleashing the innovative spirit; being a helpful voice; and the conviction that every individual makes an impact.

With plans to double in size, Alto-Shaam is investing in the people, technology, and organizational capabilities needed to lead the next chapter of commercial foodservice. Marketing sits at the center of that ambition.

Alto-Shaam's commitment to community runs as deep as its commitment to craft. The company and the Maahs family have contributed more than $1 million to blood cancer research through a 15-year partnership with the Leukemia & Lymphoma Society, a cause personal to the founding family, and have invested in hunger relief, youth programs, veterans' initiatives, and culinary education across the communities they serve. Through the Maahs Family Foundation, Alto-Shaam extends that generosity with purpose and permanence. Employees are active participants through Work for a Cause, a paid volunteer program that has generated hundreds of hours of community service annually. Giving back is not a program at Alto-Shaam. It is part of who they are.

THE OPPORTUNITY

Alto-Shaam is at an inflection point. The brand is strong, the product portfolio is winning, and the company's global ambitions are real and well-funded. While the marketing function exists and has been established for years, there is a significant opportunity to optimize and improve the business results from the team and the function. The incoming Vice President of Marketing will have a clear mandate: elevate Alto-Shaam's brand globally, modernize the marketing function, and establish marketing as a true commercial driver.



This is not a caretaker role. It is a builder's role. The VP will inherit a talented team of approximately 12 people spanning product marketing, brand management, digital marketing, demand generation, technical publications, and trade events, and will have the authority and resources to transform how Alto-Shaam shows up in the market. The immediate priorities are brand elevation, digital transformation, AI adoption, and the deepening of product content across dealer and e-commerce channels. Longer term, the VP will be a strategic architect of how Alto-Shaam reaches and wins customers across a growing roster of international markets



This executive will report to the Commercial Head for day-to-day leadership, while working closely with the Chief Executive Officer and President on brand strategy and company direction. The role carries true enterprise-wide influence: from how products are positioned and described to how the brand communicates its innovation story to the world. Alto-Shaam is looking for a leader who understands the value of using storytelling within the B2B brand marketplace. The incoming VP will have the opportunity to build something equally distinctive for this iconic brand that has much more opportunity to tell its company and product story.



For the right executive, this is a rare combination: a premium brand with genuine heritage, a growth mandate with real resources behind it, and a leadership team that understands marketing is central to where Alto-Shaam is going.

ALTO-SHAAM

KEY RESPONSIBILITIES

Strategic Leadership

- Design and execute integrated global marketing strategies aligned to company growth objectives, product roadmap priorities, and brand positioning.
- Lead market intelligence initiatives, including competitive analysis, customer insights, and emerging technology scanning, to identify growth opportunities and sharpen competitive positioning.
- Serve as a strategic voice at the executive table, with the vision to shape long-term direction and the instinct to drive near-term commercial results.
- Lead the modernization of marketing systems and capabilities through AI-enabled tools, automation, and integrated marketing technology platforms.
- Partner cross-functionally with sales, product management, engineering, and customer experience to align business priorities and execution.



Brand Management & Communications

- Serve as steward of Alto-Shaam's premium global brand, ensuring consistency, integrity, and differentiation across all customer touchpoints.
- Lead brand strategy, identity management, messaging architecture, and visual standards globally, elevating Alto-Shaam's storytelling to match the quality of its products.
- Drive public relations, thought leadership, and reputation management initiatives that strengthen brand awareness and industry influence.
- Oversee global trade show strategy, including planning, budget management, supplier relationships, and brand execution across major industry events. Manage programs and events content creation to maximize impact and lead generation at each touchpoint.
- Ensure all marketing communications reinforce the company's brand promise, from dealer-facing materials to corporate environments and digital channels.
- Oversee trademark portfolio strategy and brand asset protection activities, ensuring Alto-Shaam's proprietary technologies and brand identity are safeguarded globally.
- Oversee environmental branding and customer experience storytelling across corporate facilities, demonstration environments, and major events.
- Develop and manage media relations, including press releases, media inquiries, and crisis communications, to protect and advance the company's public reputation.
- Own the internal communications strategy and execution, ensuring consistent and timely communication of the brand story, mission, values, and business priorities across the organization.

Product Marketing & Commercialization

- Lead all product marketing activities for Alto-Shaam's portfolio of commercial foodservice equipment in a global B2B environment.
- Develop differentiated positioning, messaging frameworks, and value propositions that support dealer, consultant, rep, and end-user engagement.
- Partner closely with product development and engineering to translate technical capabilities into compelling, customer-focused content and commercial value.
- Drive the quality and depth of product content across all channels, including dealer e-commerce sites, quoting platforms, sales tools, and digital experiences.
- Oversee adoption and optimization of product information systems, including ERP, PIM, DAM, and CRM, to improve product data consistency and the customer experience.
- Ensure successful product launches, lifecycle marketing, and disciplined go-to-market execution across the full portfolio.

Digital Marketing & Demand Generation

- Lead digital marketing strategy across web, social, SEO, paid media, email, marketing automation, and content channels.
- Oversee demand generation campaigns across digital, content, social, SEO, PPC, and email channels to drive qualified leads, MQLs, and pipeline for both inside and outside sales organizations. Leverage data analytics, CRM, and marketing automation to track performance, optimize ROI, and adjust strategies based on real-time metrics.
- Drive digital transformation initiatives that improve lead generation, customer engagement, analytics, and sales conversion.
- Leverage AI, automation, and advanced analytics to optimize marketing effectiveness, targeting, and campaign performance.
- Ensure digital customer experiences align with Alto-Shaam's premium brand positioning and channel sales strategy.

Team Leadership & Development

- Build and lead a high-performing marketing and technical publications team, providing coaching, clear expectations, and the conditions for professional growth.
- Promote a culture of accountability, innovation, continuous improvement, and excellence across the marketing organization.
- Scale the team to align with the evolving needs of a growing global business.
- Identify training and development opportunities that deepen capability and strengthen the team's product and industry knowledge.



IDEAL CANDIDATE PROFILE

The right candidate brings a genuine passion for the business of marketing physical products, a builder's instinct, and the executive presence to lead change at a company with high standards and a 70-year heritage. This is someone who thrives at the intersection of strategy and execution, who can elevate a brand story and drive measurable commercial results, and who earns credibility quickly through judgment, instinct, and follow-through.

Alto-Shaam is a family-owned, values-driven business. The incoming VP will need to combine ambition and results orientation with the humility and collaborative instincts that fit its culture.

- 10+ years of progressive marketing leadership in B2B product marketing environments, with a genuine passion for marketing physical products rather than services.
- Deep experience in product commercialization with a track record of strong launches, compelling positioning, and disciplined go-to-market execution.
- Background in manufacturing, industrial, equipment, or durable goods industries preferred; demonstrated understanding of dealer/distributor channel dynamics and how to build marketing programs that support and energize channel partners.
- Proven ability to build and scale marketing organizations, including managing through transformation and elevating team capability over time.
- Strong command of digital marketing and marketing technology, including AI tools, marketing automation, CRM, ERP, PIM, DAM, and analytics platforms, with the ability to drive modernization without losing sight of fundamentals.
- Outstanding communication skills, with equal comfort presenting to a board, influencing cross-functional executives, and connecting with frontline team members.
- The cultural alignment to thrive in a family-owned, values-driven business that prizes humility, collaboration, and long-term stewardship alongside ambition and results.
- Preferred: experience working within a family-owned company with a strong brand and deep values. Candidates who have worked closely with founding or owning family leadership and understand the culture, long-term thinking, and brand identity that define companies like Alto-Shaam will have a distinct advantage in this role.
- A bachelor's degree in marketing or a related field is required; an MBA is preferred.

WHY THIS ROLE

- Mandate to build. The CEO has explicitly framed this as a transformation. Full authority, budget, and CEO access come with the job.
- Strategic seat at the table. VP title with enterprise-wide impact; day-to-day leadership under the Commercial Leader, working closely with the CEO on brand and growth strategy.
- Company targeting 2x growth. Marketing sits at the center of that ambition. The incoming VP will be a central architect of what Alto-Shaam becomes next.
- Infrastructure already in motion. New ERP implemented, website revitalization underway, video studio in place, culinary team ready to collaborate. The pieces are here; this leader unifies them.
- 70-year brand with a story to tell. Premium, family-owned, global reach, and genuine innovation leadership in commercial foodservice equipment.
- Values-driven culture. People who thrive here describe it as rare—family ownership with genuine long-term commitment to employees and craft.
- Purpose beyond profit. Alto-Shaam's social responsibility program, from over $1 million donated to blood cancer research to feeding 15,500+ community members to the Maahs Family Foundation, reflects an organization whose values run deep.

CONTACT US

To learn more about this opportunity, please contact the CarterBaldwin search team:

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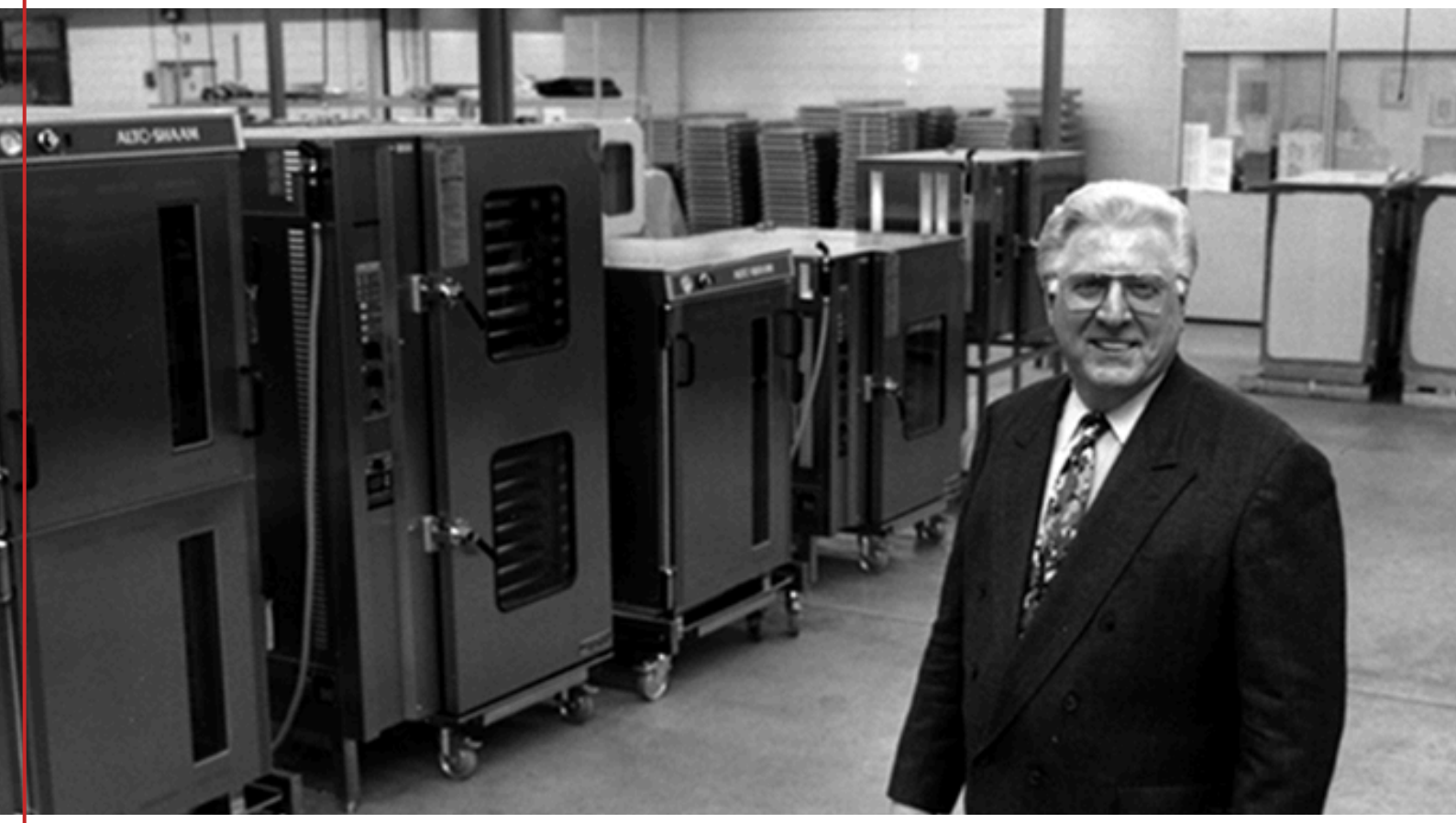
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