



Job Description: LCL Sales Manager

Reports to: Vice President Sales, Business Development

Classification: Exempt, Outside Sales

Hours: 8:00 a.m. – 5:00 p.m.

ICL is a World Class Trans-Atlantic container shipping line with an integrated logistics network offering the most reliable delivery and customer-focused solutions.

Position Summary

Independent Container Line (ICL) is seeking an experienced **LCL Sales Manager** to lead the growth and development of our **Less-than-Container Load (LCL)** business across the trans-Atlantic trade. This role is responsible for driving revenue, expanding market share, and strengthening long-term customer and partner relationships by positioning ICL as a **reliable, service-driven ocean carrier** offering consistent schedules, operational integrity, and personalized support.

The ideal candidate brings deep knowledge of **LCL ocean freight, NVOCC and freight forwarder dynamics, and carrier-specific value selling**, with the ability to translate operational strengths into sustainable commercial results.

Key Responsibilities

Sales & Business Development

- Develop and execute a strategic sales plan to grow ICL's **LCL volumes and revenue** in core trans-Atlantic lanes.
- Identify, pursue, and onboard new **BCO, freight forwarder, NVOCC, and consolidator** relationships.
- Expand existing customers through consultative selling and tailored service solutions.
- Represent ICL's LCL product by clearly articulating schedule reliability, transit times, service consistency, and operational advantages.

Customer Relationship Management

- Serve as the primary commercial point of contact for assigned LCL accounts.
- Build long-term, trust-based relationships with customers through regular engagement, performance reviews, and issue resolution.
- Partner with customers to understand their supply-chain needs and align ICL solutions accordingly.

Pricing & Commercial Strategy

- Collaborate with Pricing and Operations to develop competitive and sustainable LCL rate structures.
- Ensure pricing strategies align with vessel capacity, consolidation economics, and service commitments.
- Monitor market trends, competitor offerings, and customer feedback to refine commercial approaches.

Cross-Functional Collaboration

- Work closely with Operations, Documentation, Customer Service, and CFS partners to ensure seamless execution of LCL shipments.

- Proactively manage service exceptions, schedule changes, and operational challenges in coordination with internal teams.
- Act as the voice of the customer internally to support continuous service improvement.

Market & Trade Lane Development

- Analyze trade lane performance, customer demand, and cargo profiles to support service enhancements.
 - Support the launch of new LCL services as needed.
 - Participate in industry events, customer visits, and trade conferences to strengthen ICL's market presence.
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Qualifications & Experience

- Minimum **5–8 years of experience** in ocean freight sales, with a strong emphasis on **LCL services**.
 - Demonstrated success selling carrier or NVOCC LCL products in trans-Atlantic or international trade lanes.
 - Strong understanding of ocean freight operations, consolidation models, documentation, and regulatory requirements.
 - Proven ability to build and maintain senior-level customer relationships.
 - Excellent negotiation, presentation, and communication skills.
 - Self-directed, results-oriented professional with strong organizational and time-management abilities.
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Preferred Qualifications

- Prior experience working directly for an **ocean carrier** or specialized LCL operator.
 - Existing book of business or established industry relationships.
 - Experience with CRM systems and sales performance reporting.
 - Willingness to travel domestically and internationally as required.
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Why Join Independent Container Line

- Be part of a **service-focused, asset-based trans-Atlantic carrier** with a reputation for reliability and integrity.
- Work in a collaborative, relationship-driven culture that values long-term partnerships over short-term volume.
- Opportunity to shape and grow a strategic LCL product within a niche, high-value trade lane.
- Competitive compensation, incentive structure, and benefits package.

ICL is an Equal Opportunity Employer. More company information can be found at www.icl-ltd.com