

SOLVE THE HARD PART. HELP GREAT BRANDS GROW.

2HEX is a German custom-production company operating on-site in Guangzhou. We connect Chinese manufacturing with established US and European skateboard companies - and own the production problems so our customers do not have to.

OUR PROMISE

The best possible product. On time. With the fewest possible problems.

HOW WE GROW

HORIZONTALLY

Expand custom production beyond skateboarding into adjacent categories such as sport shoes and machinery, using existing knowledge and customer overlap as the bridge.

VERTICALLY

Build exceptional own brands from our production expertise - including Lunarlight skateboard trucks - and use each product success to strengthen the 2HEX platform.

THREE PATHS. ONE FOUNDATION.

- | | | |
|----|------------------------|---|
| 01 | SALES MANAGER | Solve production problems, protect the customer, and turn complexity into clear decisions. |
| 02 | GROWTH MARKETER | Understand customers deeply, retain and expand accounts, and win carefully targeted new business. |
| 03 | GENERAL MANAGER | Own the whole operation, lead a compact team, and turn strategy into durable growth. |

THE PROBLEM SOLVER

Sales Manager

Own the relationship between Western buyers and Chinese factories. Your first job is to solve problems; your second is to communicate the solution with absolute clarity.

WHAT YOU WILL OWN

- Run key customer communication from inquiry through production and delivery.
- Investigate factory issues, test options, and present the customer with a clean problem-and-solution package.
- Shield customers from avoidable production noise while keeping them informed on decisions that matter.
- Translate expectations between Chinese factories and US/European buyers.
- Qualify whether a company is a strong fit for 2HEX and protect long-term relationships.
- Take work away from the founder by owning decisions, follow-up, documentation, and outcomes.

WHAT GREAT LOOKS LIKE

- A customer can place an order and trust you to navigate the complexity.
- Factories receive precise questions, decisions, and follow-up - not forwarded confusion.
- Issues are anticipated, organized, and closed before they become emergencies.
- Customers experience 2HEX as responsive, calm, honest, and easy to work with.

YOU ARE A STRONG MATCH IF

- Your English is excellent and you communicate naturally with Western business customers.
- You understand US or European working culture through meaningful personal or professional exposure.
- You are exceptionally organized, resourceful, emotionally intelligent, and comfortable with accountability.
- You have sales, account-management, sourcing, or production experience - or can demonstrate outstanding people and problem-solving skills.
- You do not pass problems upward. You gather facts, create options, recommend a path, and finish the job.

THIS ROLE CAN GROW

- Master the customer, product, and market; then expand into Growth Marketing.
- Prove you can build demand and grow revenue; then develop toward General Manager.
- Exceptional long-term impact may be rewarded through a future equity incentive plan.

GUANGZHOU
ON-SITE

THE FRAMEWORK

8 hours/day, 5 days/week. Chinese public holidays (or the home-country holiday framework for international hires). Target compensation: roughly 10% above the relevant central-Guangzhou market rate, based on experience. German-company contract; no Chinese work visa sponsorship.

TARGETED GROWTH, NOT NOISE

Growth Marketer

Turn deep customer understanding into measurable revenue growth. This is B2B growth for a few high-value production customers - not broad consumer marketing.

WHAT YOU WILL OWN

- Research current, former, and prospective customers; speak with them and understand what drives every order.
- Increase retention, reorder frequency, and account value; learn why customers stop and win the right ones back.
- Identify high-potential US and European skateboard companies and build thoughtful, personalized outreach.
- Improve the biweekly newsletter, SEO content, account-based campaigns, and focused outbound systems.
- Plan useful factory and product videos; coordinate talent and editing; publish quality over empty volume.
- Help place 2HEX-owned products, including Lunarlight trucks, in more skate shops where strategically useful.

THE SCORECARD

- Revenue and qualified pipeline grow - not merely impressions, posts, or campaign count.
- Current customers stay longer and buy more; lost customers produce clear learning or return.
- New outreach is specific enough that the right company feels understood.
- One strong new production customer in a month can be a meaningful win.

YOU ARE A STRONG MATCH IF

- You first became excellent at sales and truly understand how customers decide.
- Or: you can prove that you materially grew a startup or small company - ideally from a tiny team into a 10-20-person business. References will be checked.
- You reject vague 'make content and hope' thinking. Every channel, message, and target has a reason.
- You are analytical, commercially minded, an excellent English communicator, and comfortable calling customers directly.
- You understand modern AI for research, content operations, personalization, and marketing automation.

YOUR MANDATE

- Grow the business 2HEX already has: high-service custom production for established companies.
- Use a bootstrap mindset: maximize impact before adding spend, tools, or headcount.
- Master growth here and build a path toward General Manager responsibility.

GUANGZHOU
ON-SITE

THE FRAMEWORK

8 hours/day, 5 days/week. Chinese public holidays (or the home-country holiday framework for international hires). Target compensation: roughly 10% above the relevant central-Guangzhou market rate, based on experience. German-company contract; no Chinese work visa sponsorship.

OPERATOR, LEADER, FUTURE CEO

General Manager

Turn the founder's direction into a company that grows reliably: clean sales, sharp marketing, smooth production, disciplined operations, and a small high-performing team.

WHAT YOU WILL OWN

- Lead sales personally for the most important customers and maintain a deep feel for the target market.
- Manage and improve marketing, with growth measured in customers and revenue.
- Work closely with production leadership to keep delivery, quality, and communication organized.
- Build a team that follows clear priorities and helps each person succeed.
- Keep operational records, invoices, payments, and accounting inputs complete and on time.
- Implement the owner's long-term strategy, recommend smart next moves, and own the result.

SIMPLIFY AND AUTOMATE

- Document processes so a new employee, partner, or investor can understand and follow them.
- Compress thousands of messy details into a small number of clear, reliable operating steps.
- Use current AI and software automation to remove repetitive work and preserve human attention for judgment and problem solving.
- Add headcount deliberately; keep the team agile, capable, and profitable.

YOU ARE A STRONG MATCH IF

- You have already grown and operated a startup or small company, or served as the founder's true second-in-command through meaningful growth.
- You can prove strength in both sales and growth marketing; generic project-management experience alone is not enough.
- You are a clear English communicator, decisive problem solver, disciplined operator, and trusted people leader.
- You understand what AI can build, automate, and improve across marketing and operations.
- You can hold the whole picture while making every process and decision simpler.

THE LONG-TERM OPPORTUNITY

- Grow into the CEO role as the owner steps further into strategic direction.
- Help build four custom-production segments toward approximately US\$100k monthly revenue each, supported by exceptional owned brands.
- With proven long-term leadership and growth, earn the opportunity to participate in company ownership.
- Build a team that enjoys working together and has the continuity to pursue a 5-10 year vision.

GUANGZHOU

ON-SITE

THE FRAMEWORK

8 hours/day, 5 days/week. Chinese public holidays (or the home-country holiday framework for international hires). Target compensation: roughly 10% above the relevant central-Guangzhou market rate, based on experience. German-company contract; no Chinese work visa sponsorship.