



Sales Manager – AIDC Power Solutions (North America)

Location: United States (Remote)

Reports to: Head of Sales, North America

About REFIRE

REFIRE (www.refire.com) is a global leader in hydrogen fuel cell technology and integrated energy solutions. We design and deploy fuel cell systems, hydrogen power generation products, and turnkey energy solutions for both mobility and stationary power markets. With the explosive growth of AI-driven computing, data center power demand is surging—and REFIRE is at the forefront of delivering hydrogen-based distributed energy to hyperscale AI data centers. Our solutions offer reliable, zero-emission alternatives to conventional diesel and gas generators, and are increasingly recognized worldwide as a resilient, low-carbon power source for critical infrastructure.

Position Overview

We are seeking an experienced Sales Manager to drive our North American AI Data Center (AIDC) business. This is a front-line, hunter role with direct ownership of revenue growth through strategic key account development, commercial negotiation, and contract closure. You will lead our expansion into the U.S. AI data center market—identifying and cultivating opportunities with hyperscale cloud providers, colocation operators, AI infrastructure developers, EPC firms, and energy ecosystem partners. This is a ground-floor opportunity to build the U.S. regional sales network from scratch and scale hydrogen power deployments in one of the fastest-growing energy segments. This is an individual contributor role with high growth potential to build a team.

The ideal candidate brings an established network across the U.S. data center industry and a deep understanding of the evolving power and sustainability challenges facing hyperscale AI infrastructure.

Key Responsibilities

- **Account Development & Relationship Management.** Proactively identify and engage core North American AIDC customers, including hyperscalers, large colocation providers, and enterprise data center operators.
- **Full-Cycle Sales Execution.** Own the entire sales process from lead generation and qualification through needs analysis, solution positioning, commercial negotiation, contract signing, and revenue collection. Drive conversion rates and deliver predictable results against ambitious growth targets. Follow up on BD-generated leads and uncover net-new opportunities.

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- **Customer Insight & Solution Tailoring.** Develop a granular understanding of each customer's core requirements around power reliability, renewable/green energy ratios, cost management, and carbon-neutrality goals. Coordinate internal technical, product, and financial resources to craft customized hydrogen power solutions that align with customer objectives and REFIRE's product roadmap.
- **Commercial Negotiation & Contract Closing.** Lead negotiations on pricing, delivery timelines, service scope, and PPA structures. Navigate complex procurement and decision-making processes typical of large-scale data center projects.
- **Market Intelligence & Competitive Tracking.** Serve as the voice of the market: continuously monitor competitive activity, customer buying patterns, regulatory shifts, and technology trends in the North American AIDC power-supply landscape.
- **Strategic Partnerships & Ecosystem Building.** Develop and manage partnerships with engineering consultants, technology providers, and hydrogen ecosystem stakeholders. Establish a scalable U.S. regional sales network, including channel and alliance relationships, to accelerate market penetration.

Required Qualifications

- **Education:** Bachelor's degree or higher in Engineering (Electrical, Energy/Power, Mechanical), Finance, Business, or a related discipline.
- **Sales Experience:** 5+ years of B2B sales in industrial, energy, or power-equipment sectors, with demonstrated success in the North American market and a track record of independently developing and closing new key accounts.
- **Industry Knowledge:** Familiarity with at least one of the following: data center infrastructure, power systems, hydrogen/fuel cells, or industrial equipment. Understanding EPC and PPA business models is essential. Solid grasp of critical power infrastructure for hyperscale or colocation data centers, including development, leasing, and operational practices.
- **Commercial Acumen:** Excellent negotiation, presentation, and account-management skills. Proven ability to independently drive multi-million-dollar (up to tens of millions) project signings.
- **Language & Cultural Fit:** Native or fluent English; deep familiarity with U.S. business culture, commercial norms, and legal/contractual practices.
- **Work Authorization:** Must be legally authorized to work in the United States without sponsorship.

Preferred Background

- **Power-domain sales:** Experience selling primary or backup power solutions to data centers, including traditional power equipment, gas turbines, SOFC, UPS, backup generators, distributed energy, or microgrids. Candidates with proven



wins at AI data center clients are highly desirable.

- Customer network: Established relationships within the U.S. data center ecosystem, particularly with hyperscalers (e.g., Google, Meta, Microsoft, Amazon) or major colocation operators.
- Hydrogen / SMR experience: Background in hydrogen production (including steam methane reforming / natural-gas reforming) or fuel cell technology.
- EPC / PPA expertise: Direct experience with EPC contracting or PPA project sales, comfortable with the long-cycle, solution-based sales model typical of large infrastructure projects.

Why Join REFIRE

First-mover advantage. The hydrogen–AI data center market is opening now. As one of the first global companies bringing fuel cell solutions to U.S. AI data centers, you'll help define the go-to-market playbook for a high-growth category before it goes mainstream.

Global platform. REFIRE is the world's largest commercial deployer of zero-emission hydrogen technology. You'll have access to a world-class engineering and manufacturing base, with significant growth potential across North America.

Founding-team opportunity. Join at the inception of our U.S. commercial team. Shape the sales organization, define territories, and build customer relationships at the ground level. Your impact will be visible and direct.

Compensation & Benefits

Base annual salary: 140,000USD - 180,000USD

Uncapped commission: performance-based upside with significant earning potential

Comprehensive benefits: including health, dental, vision, and other standard offerings

We provide flexible work environment and clear growth path to Sales Director roles.

REFIRE is an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, national origin, veteran status, or disability. We are committed to building a diverse team and an inclusive workplace.

To Apply

Please submit your resume and a deal sheet or summary of your largest data center / power infrastructure project wins to ivy.wang@refire.com with subject line "**Sales Manager – AIDC**". We review applications promptly and respond to every candidate.