

China PCO Regional Business Development Manager

Location: Shanghai

Job family: Marketing

Purpose of the position:

Business Line Developers are reporting to Business Line (BL) organization

It's raison d'être is to Be the voice of the country in the BL and be the voice of BL in the country

He brings another perspective on the business line problematics

The Business Developer is responsible for ensuring proper deployment in the region of the BL/Region strategy, achieving sales & profitability ambitions:

- Contribute to BL strategy definition and offer selection/evolution/adaptation
- Support the Business Region management to deploy the strategy
- Guide the country teams (managers & marketing) to define the yearly Performance Plan, including new offer launch preparation in the region
- Bring business line expertise (product, service and application) in front of customers
- Support the country marketing & sales teams on main projects and customers to achieve our common target on territory

He is not Product Technical Support; he is not empowered to close a customer deal; he is not in charge of monitoring salespeople performance

Duties:

Maximize the sales & profitability with existing offers

Optimize local offer portfolio, selecting relevant products & versions.

- Identify need for existing offer adaptations & complement to better match local customer needs and regulations/norms; build the business cases to get decision to go from the BL Mkt team.
- Identify new end user segments, applications &/or channel (including Brand Labelling) to be develop to boost sales with existing offers
- Contribute to Yearly Performance plan construction & local structuring; (Cust. Action plan, Communication plan, sales people training). Support execution & follow up.
- Perform regular Pricing assessment and propose major evolution of price positioning (or evolution of discount policy). Measure impact of those evolutions.

Company process: OMAN, Ccial (pricing, Performance, Promotion)

Contribute to introducing new offers on the Region/Country market

- Support country/region marketing team in:
- identifying growth ambitions related to new offers: analysis of the PAM, setting of target market share, associated price positioning, identification of KSF (Training, Spec, Business model evolution)
- Be the voice of the Region in the PROJ process
- Defining country/Region launch strategy with the new offer project marketing leader
- Positioning the offer (targeted customer segments, channel to markets)
- Positioning the price: price list setting versus existing country/region price policy
- Framing the communication plan to be defined and deployed by local MarCom team

Company process: PROJ

Contribute to identifying & building new profitable growth plans

- In strong cooperation with Region/Country managing director & marketing managers:
- Support market intelligence activities: TAM/PAM/SAM evaluation (LISA tool)
- Identify PAM enlargement potential, with or without new channel development.
- Identify key success factors & evaluate strengths & weaknesses of the company to implement it efficiently; Focus on offer evolution or creation needed for these growth plans.
- Build & defend the business cases. Support the implementation.
- Evaluate potential 3rd party partners or targets for alliances or acquisition.
- Evaluate potential of new business models (@region/country level) and conditions of success.
- Support country/region marketing teams activities in lobbying activities among regulation/standardization local bodies (under the framework of GRSTD)

Company process: Strategic Cycle

Support the country marketing & sales teams on main projects and customers to achieve our common target on territory; Bring business line expertise (product, service and application) in front of customers

- Support the country sales teams in major customer conversion process, focus on major business stake customers; advice on price level, MOQ, logistic offer, payment conditions...); prepare escalation following our DOA
- Support the sales in performance deployment (in the field)
- Support country for major Communication & Prescription events (exhibitions, customer seminars)
- Participate in Monthly S&OP to highlight major changes

Company process: Cial (customer platforming, prospection, prescription, customer conversion), S&OP

Qualification:

- More than 10 years in sales, marketing and BD working experience in UPS industry or adjacent sectors
- Strong leadership competency
- Experienced in working with international/multicultural teams
- Engineering degree or equivalent, electrical or energy field. Complementary MBA would be a plus.
- Fluent in Chinese and English (French as plus)

Miscellaneous:

- Travel frequency: 30-40% in the local market (China, Hong Kong, Taiwan)
- At least 2 times per year in the Europe Headquarter
- At least 2 times per year in Singapore Hq.

Please send your resume to: sh-recruitment@ccifc.org