

BUSINESS DEVELOPMENT MANAGER

Company

Our company client is an international high-technology group, a leading manufacturer in the fields of Aerospace (propulsion and equipment), Defense and Security.

Over the past few decades, it enters into the Chinese market ,covering production, training, maintenance, sales and marketing, and plays an important role in the field of civil aviation and security markets.

Responsibility

- Based on the analysis of the market and S HE position in the market, define middle-long term marketing strategy and action plan (including communication, image building, general or specific promotion of S HE product or service, etc...)
- Acting as an expert, make presentation to customer or potential customer about S HE product, technology, service as well as comparison of helicopters with S HE engine or with competitor engine
- Monitor market trend and maintain our database, have deep analysis of S HE engine, S HE position in China, competitive intelligence , etc...
- Prepare offers, contracts and follows internal S HE requirements before negotiating with the customer
- Prepare customer visits with internal stakeholders and carry out the reporting to the Front Office actors and corporate teams when applicable
- Following customer visit, relay information / complaints / improvement of products & services to the persons involved via the reporting tool (NOMAD) & manage Nomad activities when applicable
- Draw up and manage marketing and business development budget
- Identify potential purchasing activity
- Arrange prospective visits, alert on acquisition projects, understand competition status, play active role in the helicopter purchasing decision process, promote S HE engine as well as S HE service.
- Develop S HE customer/partner and potential customer/partner network, escalate relationship inside customer/partner organization
- Identify potential partner and develop cooperation partnership with them
- Steps in whenever there is a potential purchasing with one of the customer
- Introduce S HE support system and promote S HE service after fleet acquisition, ensure smooth transfer to CSM after arrival of helicopter
- Ensure participation and efficient contacts with customers during S HE & industry events
- Lead customer visit & feedback the customer with minutes & action plan when applicable

Requirement

- Bachelor Degree or above
- Strong experience, minimum 8 years, in the international sales area and more specifically China and related zone, with recognized experience in the avionics domain
- Minimum 8 years business experience, with a business knowledge related to Avionics
- Customer oriented and strong experience in geopolitics, intercultural relationship and a very good knowledge of Chinese eco system
- Strong analytic skills, negotiation skills, team player
- Autonomous, dynamic and proactive
- Languages: English and Mandarin is a must. French will be a plus

Please send your resume to: zhao.lys@ccifc.org