

Position Description

Position: Motion Sales Director Netherlands

Reports to: Managing Director FBNL

Location: Almere - Netherlands

Date: March 2021

COMPANY BACKGROUND:

IMI is a global engineering group focused on the precise control and movement of fluids in critical applications. We work with leading international companies in over 50 countries to deliver innovative engineering solutions to address global trends such as clean energy, energy efficiency, healthcare and increasing automation.

The IMI Group is a specialist engineering company that designs, manufactures and services highly engineered products that control the precise movement of fluids. We help some of the world's leading industrial companies operate their processes safely, sustainably, cleanly, efficiently and cost effectively. We operate through three divisions – IMI Precision Engineering, IMI Critical Engineering and IMI Hydronic Engineering and employ around 10.000 people in over 50 countries around the world.

IMI is a local and international success story which continues to demonstrate healthy financial performance. In 2020, group revenue was over £1.825bn, and profit before tax was £284m.

IMI Precision Engineering

The Precision Engineering Division specialises in the design and manufacture of pneumatic motion and flow control technologies for applications where precision, speed and reliability are essential. Our mission is to create competitive advantage for our customers by employing our knowledge of motion and fluid control technologies, in industries such as industrial automation, commercial vehicles, energy, rail and life science industries. The company also provides support service in over 75 countries and aftermarket requirements, ranging from engineering diagnosis services to replacement parts and equipment. Precision Engineering markets its products under key brand names including IMI Norgren, IMI Buschjost, IMI FAS, IMI Herion and IMI Maxseal. The Division has manufacturing facilities in the UK, USA, Germany, Switzerland, Mexico, Czech Republic, Brazil, India and China.

Revenue 2020: £877m

Profit 2020: £151m

Employees 2020: 5,300

POSITION SUMMARY:

The Motion Sales Director takes responsibility for implementing strategy and supporting sales growth.

The Sales Director plays a major role in both short & long-term planning for the country ensuring that commercial activities are concentrated in the areas of highest return on investment whilst remaining aligned to the FraBeNeLux Channel strategy which consist of Direct/NEX, Indirect and OEM/Key End Users in the sub-verticals Factory Automation, Food & Beverage, Material Handling & Rail.

Working in a matrix environment the individual is expected to play both an internal and external role and collaborate with the other regional managers.

The Sales Director will be defending existing business as well as give an important contribution to win new business in chosen segments/products lines by analysing the market, identifying market trends, potentiality/needs and product price positioning.

He/she provides strategic market information, sales tools and visits customers when required.

KEY DUTIES & RESPONSIBILITIES:

- Manage the external and internal sales team directly. Optimize collaboration, resources allocation and processes efficiency.
- Work with the FraBeNeLux Director on local strategies for penetrating various sectors to achieve budgeted orders and revenues within the country for the NEX, OEM and Go To Market channel mix development strategy, pricing and to deliver profitable sales growth.
- Implement that OEM strategy to protect and grow our sales (share of wallet and amplifications).
- Participate to both short & long-term planning for the country ensuring that commercial activities are concentrated in the areas of highest return on investment. Find and convert opportunities whilst remaining aligned to the IMI strategy.
- Support & executed Growth Hub initiatives within the country & cluster to increase our pipeline for the future.
- Increase product vitality as key driver for future sales.
- Market Intelligence: analyse the market, identify market trends, potentiality/needs/competitors, and product price positioning.
- Contracting and manage distributor relations.
- Liaise with Product Managers to promote best practices, amplify successes and prioritise activity.
- Identify product & sales training. Enhance application awareness along with amplification potential.

Position Description



- Reinforce the local use of the CRM.
- Provide timely, complete reports and other information as required by management.

HEALTH & SAFETY:

Health, Safety and Environmental Duties – All employees have the duty to ensure the health, safety and welfare of themselves, others and the environment.

KEY SKILLS & BEHAVIOURS:

- Strategic thinking and ability to create value through differentiation between IMI Precision Engineering products and competitors.
- Strong management and communication skills and the ability to build winning teams.
- Must have a drive for winning and the ability to manage multiple tasks.
- Deliver results by showing the ability to set initiatives that deliver profitability/ growth in order to secure competitive advantage.
- A positive can do/ will do attitude and ability to work calmly under pressure.

CHANGES TO THIS JOB DESCRIPTION:

IMI Precision Engineering may amend this job description in whole or part at any time.