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| Position: | Sales Director FRABENELUX – Key Direct |
| Reports to: | Managing Director FBNL |
| Location: | Almere – Netherlands / Brussels - Belgium |
| Date: | January 2022 |

## COMPANY BACKGROUND:

IMI is a global engineering group focused on the precise control and movement of fluids in critical applications.  We work with 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 Group serves large global markets including oil and gas, petrochemical, industrial automation and life science industries.  The Company’s heritage spans over 150 years during which time it has established a strong international reputation for excellence and innovation.

IMI is a local and international success story which continues to demonstrate healthy financial

performance. In 2019, group revenue was over £1.8bn, and profit before tax was £251m. Following a recent strategic review, the business plans to double operating profits in the next five years through a combination of top line growth, improved operating efficiencies and M & A. IMI currently operates across three globally recognized Divisions: Critical Engineering, Precision Engineering and Hydronic Engineering.

# 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 sustainable 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 2019: £901m

Profit 2019: £148m

Employees: 5,800

# POSITION SUMMARY:

The Sales Director Key Direct takes responsibility for implementing strategy and supporting sales growth for OEM and big end users in the cluster FraBeNeLux.

The Sales Director plays a major role in both short & long-term planning for the cluster ensuring that commercial activities are concentrated in the areas of highest return on investment whilst remaining aligned to the FraBeNeLux strategy.

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

The Sales Director will be defending existing business as well as give an important contribution to win new business in chosen Industrial Automation segments/products lines by analysing the market, identifying market trends, potentiality/needs and product price positioning. This is concerning segments Factory automation, Food & Beverage, Material Handling and Auto inplant.

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

# KEY DUTIES & RESPONSIBILITIES:

* Manage the external Dutch speaking sales team in Netherlands and Belgium north direct and manage the French speaking team (France & BE south) via a French sales director.
* Internal sales support team will be managed in a matrix indirect. Optimize collaboration, resources allocation and processes efficiency.
* Work with the FraBeNeLux Managing Director on local strategies for penetrating various sectors to achieve budgeted orders and revenues within the country for the OEM and End users 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.
* Market Intelligence: analyse the market, identify market trends, potentiality/needs/competitors, and product price positioning.
* Contracting and manage Key Direct customers (OEM/End users).
* Liaise with Product Managers to promote best practices, amplify successes and prioritise activity.
* Identify product & sales training. Enhance application awareness along with amplification potential.
* 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 sustainable advantage.
* A positive can do/ will do attitude and ability to work calmly under pressure.
* Language skills: Dutch & English, preferably French.

# CHANGES TO THIS JOB DESCRIPTION:

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