



**Posting Date:** April 2015  
**Location:** Europe  
**Position:** **Field Market Development Manager, PVOH**  
**Reports to:** Global Marketing Director  
**HR Contact:** Ila Frazier  
**Telephone:** 972-277-2918

Please forward resumes [recruiting@sekisui-sc.com](mailto:recruiting@sekisui-sc.com)

#### **POSITION SUMMARY:**

Field Market Development Manager -

- Lead regional, application specific field marketing development efforts for PVOH Growth Programs. Responsible for revenue and variable margin growth within the focal application areas and market segment.
- Communicate market intelligence within growth segments including competitive overviews, trends, growth opportunities, and business risks to segment Marketing Manager.
- Capture Voice of the customer in focus market segments, communicate to the organization, and contribute to formulation of programs to capture value and increase profitable growth.
- Conduct market/customer needs mapping and analysis and drive penetration, validation and translation of growth opportunities in key market areas.
- Drive to close translation / penetration opportunities, and communicate same to Core sales team and global salesforce where appropriate.
- Drive specific new application and product development activities in growth segments.
- Participate in appropriate trade shows / conferences to improve market/application knowledge and industry presence.

#### **QUALIFICATIONS/REQUIREMENTS:**

- 3-5 years field sales or technical service experience, preferably in technical selling role.
- Strong Commercial skills
- Excellent communication skills.
- Ability to understand product technical requirements and transform into a value proposition
- Demonstrated results orientation and initiative.
- Creativity.
- Demonstrated self-starter.
- Strong business acumen, negotiating and decision making skills
- Demonstrated courage and risk taking behaviors
- Demonstrated ability to influence highly matrixed organization in order to build cross functional support for given industries and opportunities
- Ability to quickly and effectively switch focus depending on changes in prioritization.

#### **Desirable:**

- Technical degree and or background preferred.
- Demonstrated ability to effectively manage projects.
- Experienced in business development Stage-Gate process.
- Understanding of Value in Use and Sub-segmentation analysis
- Experienced in use of DFSS market tools
- Strategic analysis skill set