



Join a values-based, ESOP (employee-owned) company where *YOU* are a top priority!

Seeking candidates in Detroit, MI / Greater Detroit area.

Reell Precision Manufacturing is a leading provider of innovative position and motion control solutions, delivering high-quality precision products that optimize performance and efficiency throughout a diverse global market.

The company was named “Reell” (ray-El’); a German word meaning *honest, trustworthy* and *good* to reflect these foundational values. After 50+ years in business, we continue to strive to fulfill the promise of these words in our products, services and our relationships with customers, shareholders, co-workers, suppliers and the community.

We are seeking a strategic **Business Development Manager** to play a pivotal role in driving the expansion and growth of our automotive business in North America. This individual will be responsible for identifying, developing, and executing sales strategies and plans to lead and expand our automotive OEM, Tier supplier customer relationships across North America.

This role requires demonstrated success in strategic sales, key account management, and business development within the automotive components and hardware sector. The ideal candidate will be responsible for developing high-value relationships, driving revenue growth, and executing long-term sales strategies to position our company as a preferred supplier in the market. The successful candidate will have the ability to collaborate cross-functionally to deliver results that align with the company’s long-term growth objectives.

Primary Responsibilities

- **Strategic Sales & Business Development:** Develop and execute long-term sales strategies to drive growth and market penetration within key automotive accounts. Identify, develop and pursue with energy new business opportunities with automotive OEMs, Tier suppliers and Aftermarket companies. Lead complex sales cycles involving multiple decision-makers, including engineering, procurement, quality, and C-level executives. Work closely through excellent communication skills, together with Market Management and engineering teams to promote and sell technical components or hardware solutions. Effectively and efficiently manage multi-million-dollar sales pipelines, ensuring consistent revenue growth and forecast accuracy.
- **Account Management:** Serve as the primary point of contact for key North America Automotive customers, fostering executive-level relationships. Drive customer satisfaction, retention, and expansion, ensuring long-term partnerships and increased revenue streams. Act as a trusted advisor, selling with Reell’s values and product anchors of Technology – Quality – Service, providing customers with innovative solutions, product insights, and industry trends. Collaborate with Reell Engineering,



Market Management, Quality, Operations and Supply Chain teams to develop tailored solutions that meet customer requirements. Assist in product testing, approvals, and launch activities to ensure seamless integration into customer supply chains.

- **Contract Negotiation & Financial Management:** Partner with Market Management to prepare quotations, respond to RFPs, and negotiate pricing and contract terms to close and win deals. Lead high-value contract negotiations, ensuring favorable pricing, terms, and supply agreements. Partner with Finance, Market Management and Operations teams to ensure profitability, cost optimization, and risk mitigation. Act as the primary point of contact for the customer to ensure that all customer requirements, specifications, documentation, communication and deliverables are met on-time.
- **Market Intelligence & Competitive Analysis:** Continuously monitor and communicate industry trends, competitor activity, and technological advancements to adapt sales strategies accordingly. Provide insights and recommendations for executive leadership for future business development initiatives. Develop a comprehensive understanding of market drivers, trends and competitors. Collect Voice of Customer to contribute to new products, new markets, and business case development.
- **Cross-Functional Collaboration:** Work with internal teams (Engineering, Supply Chain, Operations, Market Management, Marketing, Finance, Customer Service) to align sales strategies with company objectives. Collaborates with Reell Sales Partners (manufacturer representatives) within the region. Collaborate with Latin America, EMEA, and Asia Pacific Automotive Account Managers to pursue and secure global and cross regional business opportunities. Provides direction to Latin America Automotive sales resources for shared customers, contacts and opportunities.
- **Sales Reporting:** Maintain timely accurate records of customer interactions, sales forecasts, and market developments in Reell CRM (HubSpot). Participate in Quarterly Business Reviews to communicate market trends, and opportunity development progress with Reell leadership teams. Demonstrate growth in contacts, deals and new customers.

Minimum Qualifications

- Bachelor's degree (technical major preferred)
- Minimum of 5 years of strategic sales and account management experience in the automotive components or hardware industry selling to OEMs, Tier Suppliers and/or aftermarket companies or equivalent combination of education and experience
- Ability to travel; up to 50% domestic and occasional international travel a possibility

Preferred Qualifications

- Bachelor of Science degree in Engineering or Scientific field
- Master of Business Administration (MBA)
- Minimum of 10 years of strategic sales and account management experience in the

Business Development Manager, North America Automotive Motion



automotive components or hardware industry selling to OEMs, Tier Suppliers, and/or aftermarket companies

- Specific experience with hardware and component sales in Automotive industry

Benefits include:

- Medical insurance options with employer contribution to Health Savings Account
- Flexible Spending Account options
- Dental, Vision, Life and Disability benefits
- 401(k) with employer match
- Employee Stock Ownership Plan (ESOP) with employer contribution toward employee retirement
- Discretionary bonus plan
- Paid Time Off (PTO)
- Community Involvement Opportunities
- Education Program
- Hybrid work opportunity, up to two days remote per week, for qualifying jobs

Reell Precision Manufacturing provides equal employment opportunity (EEO) to all employees and applicants without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or any other status protected by applicable federal, state, and local laws.