



Automotive Business Development Manager – Europe

ADVISOR: General Manager Europe

PRIMARY CHARACTERISTICS:

- **Principles:** Support and model the company's principles that are identified in the Declaration of Belief and Direction Statement, in all areas of conduct and business.
- **Professionalism:** Displays professionalism to all Reell constituents by the actions, attitudes and work style displayed. Displays appropriate professional dress.
- **Global Cultural Sensitivity:** Understands and is sensitive to all global cultures. Experienced in interacting and adjusting personal communication style to adapt to the culture where our customers exist.
- **Customer Focus:** Serve all European Automotive Industry customers creating and executing Key Account Plans to maximize Reell's revenue and profit opportunity. The results of the Automotive Business Development Manager will include increasing Reell's relationships vertically and horizontally at all automotive customers, accelerating design specifications by automotive engineers for Reell catalog products and create Customer Requirement Documents for any custom product development, coordinate Reell's local Sales team to maximize our customer service level. All of these activities will enable the Reell European Sales team to achieve annual and long-term growth objectives and goals.
- **Leadership:** Provide functional (not hierarchical) sales leadership for Reell Europe regarding revenue growth and customer satisfaction. Develop and implement a vision, strategy, objectives and plans for Reell's Automotive Motion business that will result in sustainable and profitable growth. Gives functional leads to the Sales Managers in Europe regarding all activities in Automotive Motion. Lead by example and service. All in close cooperation and collaboration with the Global Product Line Manager of Automotive Motion.
- **Communication:** Provide clear, concise, and regular communication on items such as, program status, customer visits, challenges, risks, actions, and business results to appropriate leaders, individuals, and teams. Understands and is sensitive to all global cultures.
- **Team Work:** Creates a positive, energizing, and rewarding environment within a cross-functional, matrix team. Work with management, the broader global sales team, customer service team, functional leaders and Coworkers to achieve broader Reell goals. Contribute ideas, vision, energy, and passion.

KEY RESPONSIBILITIES:

- **Achieve Product Specifications and Approvals:** Plans and executes automotive key account development plans. The key account development plan will include OEM, Model, Application and Reell product or technology to offer. The result will be product specification and approval at the targeted OEM. The Business Development manager will be accountable for final quotation/RFQ response, negotiation with OEM or Tier purchasing personnel and generating revenue from the product specification. Results will be communicated in the CRM and during NL monthly reviews & global Automotive Summit meetings.
- **Marketing Communication – Regional:**
Plans and executes marketing communication campaigns in support of the regional market needs and consistent with the Corporate Marketing Communication standard messaging. Regional marketing communication is complementary to the Reell's corporate global messaging in word and image, but necessary to tailor the Reell corporate marketing message to create better regional effectiveness. The marketing communication plan includes a variety of marketing communication tactics to best fit the

purpose of the message like Trade Show, Advertising, Direct Mail, New Product Introduction, PR and Digital. Responsible to manage the regional marketing communication plan within a budget determined each year based on Annual Operating Plan (AOP). The Reell Corporate Marketing Communications Coordinator will assist in the development of the regional Marketing Communication tactics and check if it is consistent with global Marketing Communication prior to execution in the market.

- Sales and Marketing: Ultimately responsible for developing and maintaining product database with product specifications, and customer literature for both direct sales and indirect sales. Identifies European market needs for the product(s) and for ensuring that product designs are matched to demand. Ability to regularly make direct sales calls (identification of targets, identifying customer requirements, qualification process, quoting, and follow-up). Attend appropriate trade shows and other relevant events to generate new leads and create market demand. All in close collaboration with the Global Product Line Manager of Automotive Motion.
- Market, Customer and Business Planning: Develop – together with the Global Product Line Manager of Automotive Motion – sales and marketing initiatives in the Automotive Motion market consistent with Reell's sales, goals and strategies. Awareness of trends in competitive activity, technology and market pricing.
- Product Portfolio Roadmap: Works with global Sales team and Engineering to understand customer needs and works collaboratively to give input and ideas into building an automotive portfolio roadmap for Europe to the Global Product Line Manager of Automotive Motion. Identifies new products and solutions that will align with customer needs for effective revenue generation.
- Product Pricing & Forecast: Ultimately responsible for performing pricing and competitive analysis by customer channel and recommend strategies to improve market position in Europe, improve quality and/or reduce costs. Provides updated forecast information on a routine basis to customer service and global Sales team. Works closely with all functional areas to ensure customer needs are met and to increase profitable revenue.
- Sales Order Management: Responsible for sales quoting activity regarding Automotive Motion in Europe. Works closely with Customer Service to understand customer delivery schedule, terms and conditions and additional customer needs including post-sale activity such as corrective actions.
- Key Account Management: Delights our customers while developing and enriching the customer relationship. Acts as first contact for all questions related to Automotive Motion customers in European countries where we don't have an assigned Reell Sales Manager.
- Other duties as assigned.

SKILLS REQUIREMENTS:

- Demonstrated analysis and problem-solving skills
- Strong strategic thinking and planning skills
- Customer focus
- Broad market and customer knowledge
- Industry and technical knowledge
- Ability to keep abreast of new technology trends, competitive threats, and relevant industry trends
- Excellent communication skills
- Self-aware and is able to adapt his/her leadership style
- Servant Leader
- Understanding and appreciation of cultural differences
- Excellent formal presentation skills
- Fluent in English and German (verbal and written)
- Proficient in PowerPoint, Excel and Word and preferably Microsoft Project

EDUCATION AND WORK EXPERIENCE REQUIREMENTS:

- Bachelor degree

- Five plus years of experience with automotive sales
- 10 plus years of experience in growing sales and achieving sales targets or related experience

PREFERRED REQUIREMENTS:

- Bachelor degree in Engineering
- Master of Science (Business or technical)
- 10 plus years of experience in automotive sales
- Fluency in Dutch language
- CRM and ERP experience

PHYSICAL REQUIREMENTS:

- Travel: domestic and international travel as needed to accomplish objectives