

Job Description: Business Development Manager

Densitron is a creator of display technology and a global leader in visual control and embedded computing solutions. We take a consultative approach to design, partner with our customers to understand their specific requirements and create innovative solutions. With around 65 staff and offices in Asia, Europe and North America and experienced application engineers based worldwide, our global approach to innovation is always underpinned by a thorough local knowledge and understanding of cultural requirements. Densitron is part of the Quixant Group, which is headquartered in Cambridge and is listed on the London Stock Exchange AIM market (AIM:QXT).

Purpose of the post

We have an excellent opportunity for a Business Development Manager to develop our growing UK presence with innovative optical products and solutions targeted to broadcast and other vertical markets. Being part of the UK field-based sales team, you will be responsible for the generation of new business opportunities in audio/video applications, communication and Human Machine Interface (HMI) solutions, security systems and future technologies. Your role will also have links to the global business development team for the successful growth and support of multinational customers across the Densitron group. Talking to engineers and buyers on a regular basis, this is a role that has a unique mix of technical solution selling approach and frontline business development.

Applications are welcome from candidates with at least three years' experience in display technology or embedded electronics.

The role covers the UK and reports to the UK Managing Director.

Role responsibilities:

- Develop new customers and new opportunities in broadcast and related markets
- Achieve sales targets across the portfolio of products and systems
- Generate, track and close design-ins for new business opportunities
- Follow up leads and gain an understanding of the customer's requirements, including site visits to provide solutions to match their requirements
- Accurately forecast opportunities pipeline and report it to UK MD on a regular basis
- Visit clients and prospects within the UK
- Provide feedback on market and product trend and competitors
- Interface business activity with project and internal sale teams to ensure effective communication at all times, thus maximising all business opportunities
- Work closely with product and marketing teams to keep up to date with all new products and developments within Densitron
- Ensure professional data management in Salesforce.com and SAP



Skills and Experience:

- Proven experience in display technology or embedded electronics
- A background of selling technical products with the ability to quickly absorb and interpret new/complex information
- Commercial understanding, with an ability to negotiate and manage customer expectations effectively
- Highly organised and able to manage time and prioritise workload effectively
- Strong communication and negotiation skills
- Strong ability to deliver to deadlines
- Experience of working with customers based in UK is essential, Europe and Far East would be desirable
- Dutch, French, or German language skills would be an advantage
- Strong IT literacy: Windows, MS Office, CRM Tools, SAP
- Full driving licence, no convictions

Qualifications and Experience:

- Bachelor's Degree in General Electronic Engineering or compatible technology, 2:2 or higher;
- Or proven experience in successful key account sales in the embedded or displays market
- Knowledge of marketing and sales instruments and index such as SPIN, SWOT, ROI

Benefits:

- Competitive salary and OTE commission
- Pension
- Car allowance

General Conditions:

- 37.5 hrs per week
- 25 days holiday per year

Location

The role is home based and ideally located in the South, with travel to our office in Sevenoaks once a month.

