

Manager of European Sales and Marketing

Manage sales and marketing activities in Europe. Reporting to Director of Sales, Europe.

ESSENTIAL FUNCTIONS INCLUDE THE FOLLOWING:

Managerial Responsibilities

- Support definition and execution of a territorial sales and marketing strategy to meet sales and margin targets for region
- Consolidate and grow AFP's core packaging, active video and connectivity business within Europe
- Strengthen AFP's market position in military end- user, military OEM and new industrial markets including Broadcast video
- Build, train and direct Sales and applications organization in the territory to support current and agreed growth requirements for the business
- Prospect for new opportunities in targeted markets to promote all product lines. Uncover new market segments and niches for AFP product families
- Propose new product opportunities to management based on existing market feedback and new end markets
- Maximize and maintain profit margins for allocated accounts by working closely with company operations and R&D
- During temporarily absence of Sales Director lead European sales and marketing activities

Tactical responsibilities

- Support development of rolling sales and opportunity forecasts as required to manage territory based on market analysis
- Support overall sales process in Europe from trade show coverage, marketing collateral, lead generation, positioning of products, evaluation of sales opportunity, customer procurement, and post-sales
- Provide periodic reports to European Sales Director
- Be responsible for generating and approving quotations for the allocated accounts and follow up
- Take ownership of appropriate customer accounts from sales through receivables working closely with accounts receivable and financial management to collect efficiently and minimize credit exposure
- Maintain and develop relationship with existing customers
- Support first level technical support directly and indirectly for customers and prospects
- Evaluate, help organize and attend European trade shows and conferences as required

REQUIREMENTS

QUALIFICATIONS:

- B.S. or higher in Physical Science, Engineering or Lasers/Electro-Optics; or/and ten plus years of professional sales experience, or equivalent combination of education and experience.
- Ability to work with multi-functional team with minimal supervision.
- Excellent communication and negotiation skills.
- Experience with optical technologies, especially fiber optics is a must.
- Travel time required for this position is 25 percent
- Desire to succeed and grow with organization. Enthusiasm.
- Ideally a second language such as German although not essential

Please email your resume to Sam Catley or/and Laurence Vidal at scatley@afpgco.com or LVidal@afpgco.com or call +44 (0)1440 706441