



RAR 201016

Business Development Manager – Robotics

The Robotics Business Development Manager position is an exciting and dynamic role within a fast-growing market and part of an established global company with proven success and a broad scalable offering.

The Robotics Business Development Manager must be an entrepreneur leveraging a broad base of experiences, technical knowledge, marketing acumen, collaborative skills, planning, strategy, and execution to gain market share in the United States and Canada. They must also be the technical specialist who understands both robots and general automation technologies.

The candidate will be working within a global company with proven offerings, go-to market strategies, quality offerings and established processes and procedures. This unique blend of both entrepreneur and technical specialists means that the role is really a blend of both business development and robotics technical consultant. The technical specialist role has to be adept at working and growing robotics business through sales and key channel partners. This role takes a lead working with marketing and sales to identify and pursue key market segments initiatives and target customers.

This role works with business development, marketing, and regional sales to develop and continually improve on the robot go to market strategy.

Location:

Position is located/based out of the Western Region and offers a company vehicle and the flexibility to work from a home office location preferably in California, Washington or Oregon area close to a major city and airport to cover the territory.

Travel:

50% travel within North America.

Position Duties & Responsibilities:

- Increase robotics market share within US through increased sales and achieving sales goal within USA/Canada.
- Achieve sales goals working closely with various sales and business development groups as well as key partner channels.
- Focus on growth in key vertical market segments including automotive, machine tool, food, medical, life science, electrical assembly and logistics.

- Identify target accounts within key market segments and help prospect and develop these accounts in conjunction with regional sales and business development cross functional teams.
- Have experience and knowledge working within a discipline sales process on a sales team, as a technical expert, in helping advance robot opportunities from initial discovery through the technical discovery and into closure.
- Working closely with marketing to provide regional sales team, business development and key channel partners updates on new products, applications, and solutions related to robots.
- Understand markets, customers, competitors, products and applications to recommend robot solutions to prospective customers.
- Represent in a professional, ethical and socially responsible manner with customers.
- Document activities in Salesforce and develop an opportunity pipeline.
- Provide monthly report.
- Provide input and help develop and improve the yearly robot go to market strategy in coordination with marketing and sales functions.
- Be a marketing liaison between robot product marketing and sales as opportunities progress to advocating and negotiating stages
- Be a technical liaison between engineering, sales, and customer as opportunities progress through technical discovery phases.
- Supplement marketing lead generation efforts through own efforts to prospect possible target accounts and develop qualified leads in specific initiative areas including food and machine tool

Education & Qualifications:

- 5+ years' experience with both robots combined with general automation
- 4 year degree in engineering discipline or 2 year degree plus 10 years proven robot/automation business development/specialist experience.
- Knowledge and experience developing and modifying PowerPoint Presentations
- Computer proficiencies with various windows applications including Microsoft office, Sales Force, Intranet, Goal Management, Time off management, and other applications as required for role
- Strong base technical knowledge on robots and automation technologies



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Desired Skills and Characteristics:

- Experience working with a discipline sales process and CRM preferred
- Strategic and or consultative sales experience preferred
- Experience technically contributing on and winning key robot plus automation opportunities
- Experience working in a matrix organization working with multiple sales groups and functions
- Comfortable working out of home office
- Ability to work on own to meet monthly objectives with minimal day to day direction
- Excellent presentation skills and ability to communicate to a broad audience