

JOB PROFILE



Title: **Industry Segment Manager**
Department: Global Marketing
Reports to: Head of Marketing
Supervises: International Key Account Managers / Business Developers (at least functionally)

General scope of the Position

Ensure that current and future industry specific customer needs are addressed on a strategic marketing level and covered by a specific product and service portfolio to support growth and profitability of the specific industry segments. Therefore proactively develop a full value proposition (not only product) for assigned industries in close cooperation with related regional and divisional functions.

Responsibilities

- **Define and implement segment marketing strategies for assigned industries**
 - Understand current and future customer needs for the various industry applications, cluster target customers.
 - Identify and understand impact of market trends and competitive environment of related industries
 - Define and review industry related product mix and value propositions taking also competitive standing in consideration, define actions and industry entry strategies
 - Monitor and report the success of the industry segments, propose corrective actions
- **Provide input for Product Portfolio Development**
 - Consolidate product line gaps and continuous product improvement targets in collaboration with ISMs of other regions and IKAMs to feed the product development pipeline of the product divisions
 - Understand the function of use of the various applications
 - Validate commercial opportunities for technical ideas in cooperation with PMs and IKAMs to define new product ranges
 - Assure the right product mix for the industry to address the target applications
 - Feed innovation process based on market input of assigned industry, in close cooperation with PMs and IKAMs
- **Pricing**
 - Discuss transfer prices with PM, define price position on the market in close co-operation with related PMs
 - Define price list and structure of discounts
 - Decide on special project prices of the product in close co-operation with the PMs
- **Industry promotion/ training**
 - Develop marketing campaigns, provide sales supporting data and material and promote industry specific services, communicate and explain overall value proposition and sustainable competitive advantages to sales organization



- Guide and support Communications in the development of industry promotion content via all channels (literature and electronic means)
- Give input on industry training content for internal and customer training

Education and Experience

- Higher education (master/bachelor degree) engineering (and business administration)
- Knows and has successfully applied marketing methodologies
- At least 5 year experience in an international B2B environment within the related target Industry
- Belting experience is not a must

Competencies

To be successful in this role, candidates need to possess very strong marketing and leadership skills, and the ability to closely collaborate and influence teams and individuals from diverse cultures and experiences. Additional attributes being sought are:

- Strong track record in driving and delivering results
- Has demonstrated strong successes using his business and marketing acumen
- Ability and willingness to apply best marketing practice to other or new industry segments as needed
- Great analytical and problem solving skills
- Strong economic experience / background
- Can manage long term projects
- Has demonstrated good strategic ability, leadership and drive for performance in a multi-cultural environment
- Entrepreneurial with a solid understanding of international sales, marketing and distribution business management in an industrial manufacturing environment
- Excellent written and verbal communication and presentation skills
- Fluent English, any additional languages are an advantage
- High social competence, team player