



Position Description

Business Title:	Sales Leader Asia – GSE Equipment
Department:	
Job Type/Level:	<i>Profess 3</i>
Job Code:	
LSA:	<i>Exempt</i>
Reports To:	VP GSE

POSITION DETAILS

SUMMARY:

The Sales Leader GSE – Asia , reports to the VP GSE located in Wuxi or Shanghai, China and is responsible for the achievement of the assigned sales objectives for the region.

RESPONSIBILITIES:

The Sales Leader GSE Asia will be responsible for development and execution of the growth strategy for TXT GSE in China and across the Asia region.

He/she will coordinate closely with GSE Operations management to ensure that customer demand is planned for and quality and delivery performance meets customer expectations and commitments.

The Sales Leader GSE - Asia will engage regularly with major customer leadership and develop strong relationships with these key decision makers.

Identification of new market/product opportunities, market/competitive analyses, customer segmentation, channel strategy and the development of multi-year product and market growth plans are key responsibilities.

Focus on responsibilities including:

- Deliver of the Asia annual & strategic plans including:
 - Market Analysis & segmentation
 - Competitive Analysis
 - Annually updated 5 – year product plan in coordination with TXT GSE team
 - Organizational requirements
 - Revenue, expense and NOP budgets supporting planned growth targets
- Achievement of annual revenue and NOP objectives
- Development and execution of key account strategy and penetration plan
- Ensuring that all products in sales plan have been approved/certified by CAAC or other national regulatory agencies as required.
- Development and execution of the brand positioning and marketing plan for TXT GSE Asia.

- Direct Product Management including market/customer research for market and product requirements, identification of new product opportunities, development of business cases to address and prioritize new opportunities, provide marketing inputs and direction to cross functional product development teams and product lifecycle management.
- Expand awareness of TXT GSE products and presence in China/Asia. Direct/manage strategic industry relationships to ensure that maximum visibility is realized.
- Define, develop and budget for an organization to support the planned growth for GSE in China/Asia.
- Utilize the Performance Management Process to define and implement development plans for GSE team members so they will develop the skills and capabilities to support the strategic growth mission.
- Promote a broad understanding of China/Asia customers and customer requirements within the company.
- Ensure compliance with business codes of conduct, policies, procedures, and local laws/regulations.

CAPABILITY REQUIREMENTS:

- 5+ years of regional sales experience working with distributors/dealers in a B to B markets.
- Specific experience developing and leading a distributor/dealer channel
- Must be a self-starter with a bias toward action including inert urgency and personal drive.
- Must reside in China
- Proven track record of achievement of annual sales objectives
- Experience with both direct sales and distributor/dealer channel marketing and sales
- Strong expertise in developing marketing plans for the region or dealers and doing competitive analysis
- Can quickly establish and maintain personal credibility and work effectively in a team environment.
- Must be capable of effectively, independently, and professionally representing Textron Specialized Vehicles to customers, business partners, and other external parties.
- Must be able to influence and direct others without having formal authority.
- Strong customer focus, analytic ability and mechanical aptitude
- Excellent communication skills – English required, other languages common to SE Asia are desired.
- Experience with direct sales and well as sales through distribution partners
- Technical acumen related to mechanical solution/equipment
- Fluent in Mandarin and English communication and presentation skills
- Entrepreneurial, hands-on leader, and willingness to work on the field
- Experience in selling to large strategic account
- A proven ability to develop and execute plans that support business goals and priorities.
- Business ethics and compliance
- Able to travel throughout Asia as part of role.

EDUCATION:

- BA/BS from an accredited major University
- Experience working internationally.

LICENSE AND/OR CERTIFICATION REQUIREMENTS:

N/A

Physical Demands:

N/A

Additional Information:

Direct Reports: None

Travel Requirements: 75%

Relocation Benefits: No

We are an equal opportunity employer. All qualified applicants will receive equal consideration for employment without regard to race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.