

JOB DESCRIPTION



Country Manager, Commercial Business

Description:

Leads Bell's commercial business within China in the most profitable direction. Ensures that sales and marketing activities, and execution of China strategy is constantly moving towards fulfilling its short-term and long-term objectives. This position will be based in Shanghai or Beijing, and reports to the Managing Director, Asia Pacific.

Position Responsibilities:

- ☐ Responsible for Bell Helicopter sales, marketing activities, customer satisfaction and strategy within China.
- ☐ Execute the sales process for aircraft across the Bell product line to achieve growth goals in China.
- ☐ Partner with Bell and/or Textron facilities, relevant functions to execute aircraft and aftermarket deliveries processes.
- ☐ Partner with Bell's CSS organization to assess additions, subtractions, and renewals of CSFs & AMCs in China.
- ☐ Responsible for developing and coordinating commercial aircraft sales, civil government and fleet sales programs with major SOEs and local private corporations.
- ☐ Represent, sell and negotiate for Bell Helicopter at all levels within private and civil government agencies.
- ☐ Develop and implement sales plans for all near term and long-term opportunities in territory to increase revenue and profit across all lines of commercial business including new and used aircraft.
- ☐ Prepare and implement comprehensive business plans to facilitate achievement by planning cost-effective operations and market activities.
- ☐ Act as advocate for a culture that embraces Bell values.
- ☐ Partner with Senior Executives to resolve key strategic questions for the organization and work with executives to develop executive presentations and present recommendations.
- ☐ Continually review and analyze marketing information including prepared reports and professional periodicals and news sources indigenous to territory.
- ☐ Partner with the Marketing & Sales organization to prepare formal and informal proposals requiring coordination with pricing, applications engineering, and marketing data.
- ☐ Maintain market intelligence information -- identify shifting sales trends, political or financial changes and implement strategies to protect BHT business base.
- ☐ Partner with the Strategy & M&A organization to prepare proposals and informal proposals for JV's and/or acquisitions, as required to grow Bell's business in the country.
- ☐ Partner with Bell's CSS organization to achieve target aftermarket sales (hardware, non-hardware and CAP) and desired levels of service, customer support and customer satisfaction.
- ☐ Partner with Bell and Textron certification organizations to ensure optimal relationships with Chinese civil aviation authorities, achieve certification (TC, STC validations) and policy development (flight standards) targets.
- ☐ Partner with Bell Branding / Communications / Gov Affairs team to develop Bell's brand and institutional reputation in China.

Position Requirements:

- ☐ Bachelor's Degree in Engineering, Business, or related field. Advanced degree – MBA, Ms. Eng. – preferred.
- ☐ Demonstrated people leadership and project management skills with ability to develop and implement business strategies.
- ☐ Demonstrated ability to work in a multicultural and cross functional environment.

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- ☐ 10+ years aviation industry experience (technical or business).
- ☐ At least 5 years of marketing, sales, business development or customer support experience preferred.
- ☐ Experience in the rotorcraft industry is a plus.
- ☐ Candidate must have the legal ability to live and work in China
- ☐ Must speak and write English, Mandarin.
- ☐ Excellent communication, influencing, negotiating, leadership and relationship-building skills.
- ☐ Demonstrated ability to work effectively in a complex, geographically distributed organization with multiple value streams.
- ☐ Demonstrated ability in bridging the culture gap between Chinese and US organizations, leading strategic efforts.
- ☐ Travel within China is required.