

## **BELL HELICOPTER - TEXTRON**

**POSITION TITLE:** Regional Sales Manager / China  
**DIVISION:** Bell Helicopter  
**DATE:** March 2020  
**Location:** Beijing

### **POSITION SUMMARY:**

The Regional Sales Manager is responsible for achieving sustainable sales growth with the desired level of profitability in her or his/her assigned region. Principal activities include key account and stake holder management, sales and marketing strategy definition in the territory, business development, management of independent representatives and leading capture activities and sales campaigns in coordination with the rest of Bell Helicopter's organization.

### **ORGANIZATIONAL RELATIONSHIPS:**

The Regional Sales Manager reports to the Managing Director North Asia of Bell Helicopter.

### **HUMAN RELATIONS:**

The position requires strong interpersonal and communication skills, ability to develop and maintain strong relationship across end-user organizations and other stakeholders. The candidate will also regularly interface with the broader Bell team, in the areas of sales, contracts, finance, commercial operations and program management, marketing, business development and customer support services. Candidate should be a disciplined, confident, self-starter individual, that exhibits strong time-management and team work skills, plus the ability to manage complex tenders and nuanced campaign situations. She or he must be able to quickly develop the respect of internal and external customers, to successfully execute the responsibilities of this position.

### **PRINCIPAL DUTIES & RESPONSIBILITIES:**

- Develop business opportunities, generating a solid, sustainable sales pipeline in its area of responsibility.
- Keep up to date on industry and regulatory aspects relevant to Bell Helicopter's business in China.
- Define and implement sales campaigns and activities. Develop strategies to gain market share in key market segments and develop key accounts.
- Develop a thorough understanding of Bell Helicopter's products and services, as required to promote and sell in China.
- Build up and maintain strong relationships with key customers and related organizations including CAAC, relevant Ministries and provincial Governments.

- Establish strong ties across customer and Bell organizations, from top management to key staff in relevant departments.
- Collect and analyze market information, research and understand customer needs, interpret tenders, mission needs and technical requirements.
- Comply with reporting requirements to management and other departments of Bell Helicopters or Textron Inc., as needed.
- Organize and participate in marketing, branding, customer events, leadership visits to China, IR meetings, business reviews, etc.
- Responsible for ensuring the all activities are conducted in compliance with the Textron Business Conduct Guidelines.
- Manage daily administrative work, and other responsibilities assigned by the management on a case by case basis.

#### **REQUIRED EDUCATION AND EXPERIENCE:**

This position requires a Master's Degree in Aerospace Engineering or equivalent qualifications that might be considered suitable for the job. Desired experience is ten years or more in the aviation industry, or related sectors. The ideal candidate will also hold an MBA and/or solid business administration skills and prior sales and marketing experience. Expertise in the areas of operations, customer support, engineering or training would be a bonus.

#### **OTHER REQUIREMENTS:**

The candidate must be a quick learner and bring high energy to the role. Fluent in Mandarin and English. Computer literate, possess a strong critical thinking and problem solving skills, with the ability to work independently.