

Business Development Manager - Controls

Ref. BDMC_ZH_2409

Location: Shanghai, China



Overview

Carlo Gavazzi is a recognized global leader specializing in the design, manufacturing, and marketing of products and networked solutions for the Industrial Automation and Building Automation industries. It includes multiple technologies for connected Sensors, Relays and Electrical Metering.

This role is responsible for driving new **business development for our Controls product line** under the guidance of the General Manager and Sales Managers in China as well as international Product Line Managers and ensuring growth and development of existing and new OEMs.

Key tasks and responsibilities

- Responsible for the strategy and sales development of targeted markets defined by Carlo Gavazzi Automation “Strategic Industries” – priority on **Energy and Building Efficiency** (with a focus on **HVAC**), **EV charging**, as well as **Energy Storage Systems and Distributed Energy Resources**.
- Ensure first-rate internal technical support capable of fully assisting Chinese customers and our local sales team, both remote and on-site. Visit our customers frequently in close cooperation with the sales team.
- Identify customer pain points and offer creative solutions to meet their technical and commercial requirements.
- Act as proactive link between our sales team, factory R&D and international product management, and as responsible agent of the International Product Management on the ground in China.
- Analyze trends in the industry and markets, and competitive activities in China, in a proactive fashion.
- Prospect at key trade shows and digital events. Participate in conferences to obtain potential clients and assess the need for future participation in these events and associations.
- Ensure billing and booking goals for Controls product line is met or exceeded.
- Develop the marketing and sales plan for Controls product line.
- Align the strategy with that of the Group in the medium and long term to achieve the growth objective.
- In cooperation with the International Product Managers, contribute to the product development strategy by communicating on market expectations. Responsible for New Product Integration locally (training, applications, product positioning, leads, etc.).

Collaboration

- Interface with the company global operations and product marketing teams and be an influencer of the company strategic product roadmap.
- Ensure regular reporting and generate a timely response to adapt to unexpected adverse conditions in the region.
- Participate in industry associations involving technology, channel, market verticals, and industry standards when strategic for the development of the regional business.

Requirements

Sounds great! Am I the **Business Development Manager** you are looking for? Let's see:

- Bachelor's in engineering degree and three years of work experience in sales of industrial controls, components, or energy products.
- Demonstrate a working knowledge of Industrial Automation products and quickly become familiar with Carlo Gavazzi products.



- Sales experience and contacts in several of the following industries: **Energy and Building Efficiency** (with a focus on **HVAC**), **EV charging**, as well as **Energy Storage Systems and Distributed Energy Resources**.
- Experience in working with distributor channel partners.
- Knowledge of ERP, CRM IFS, Pack Office computer software.
- Able to travel up to 50% (overnight stays) or as required within Mainland China.
- Good project management skills.
- Collaborative and able to work effectively across global and functional boundaries. Strong team player.
- Proactive, flexible, adaptable and open to change. Challenges the status quo for positive improvement.
- Experience in Certification-related aspects: both the meter functions which are certified and where our meter can help in getting the certification of the charger to be sold in Europe (mainly Germany).
- Good understanding in certification transfer in China in our 4 industries, in order to have a unique reference to help writing specs, contacting notified bodies and then selling the added value to customers. (metrological/related to accuracy, Storage and in DER industries)
- Chinese & English proficiently; strong oral English is a must.
- Strong analytical and interpersonal skills. Self-motivated with the ability to learn and adapt quickly.
- Ability to operate effectively as part of a team while working independently within the assigned territory.
- Ability to produce reports, and business correspondence, and possess a high level of verbal and written communication.
- Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or government regulations.

Benefits

Why should you apply?

- You will be joining a team of enthusiastic and passionate colleagues.
- You will be working on the design and development of truly unique products, end-to-end. Yes, you can be an inventor! There is nothing more thrilling than seeing your work out there on the market.
- Carlo Gavazzi is a fast-growing company, so you can grow with us and grow in your area of expertise or interest.
- Experience our global diversity and enterprising spirit while helping us create innovative technologies and a positive impact that helps our customer to grow.
- You will get an attractive salary package with a lot of extra benefits.

Carlo Gavazzi is an award-winning company! It has the perfect blend of the small family-owned company culture, with the resources and support of a large global corporation. We focus on the pursuit of excellence with our great people and dedication to our customers.

Interested in finding out more?

Please send your CV to GlobalTalent@carlogavazzi.ch indicating the role as reference you are interested in.

Browse our website (www.gavazziautomation.com) or visit our [LinkedIn page](#)

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