

# Business Development Manager - Sensors

Ref. BDM\_SE\_DE\_2409

Location: Darmstadt, Germany



## 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 Sensors product line** in Germany.

Reporting to the National Sales Manager, this position cooperates with the local sales team to identify and develop sales of Sensors with new customers and drive business development in new applications; also he/she collaborates with the International Product Management team to assess opportunities, identify market trends, and increase market share through sales team efforts.

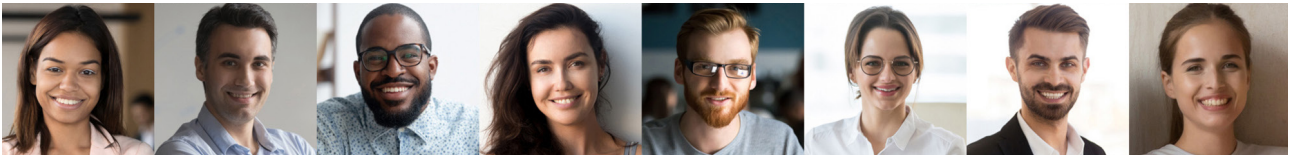
## Key tasks and responsibilities

- Develop and execute marketing and sales plans with the General Manager to drive profitable sales growth, meeting or exceeding target budgets.
- Build, develop, and document a deep understanding of strategic OEM needs in the CRM or specific white-papers.
- Focus 100% on New Business Generation aligned with the company's industry-driven strategy.
- Identify opportunities to upsell, cross-sell, and introduce new products to key prospects and customers, including pre-launches of major product releases to OEMs.
- Strategize and develop sales for targeted markets defined by Carlo Gavazzi Automation's "Strategic Industries," prioritizing Mobile Equipment, Agriculture, Conveyors/Packaging, and Access Controls.
- Frequently visit customers in close cooperation with the sales team.
- Identify customer pain points and offer creative solutions to meet their technical and commercial requirements.
- Act as a proactive link between the sales team and international product management.
- Analyze market trends and competitor activities in Germany.
- Prospect at key trade shows and digital events, participating in conferences to obtain potential clients and assess future participation needs.
- Collaborate with the Sales Manager to ensure billing and booking goals for the Sensors product line are met or exceeded.
- Work with International Product Managers to contribute to the product development strategy by communicating market expectations.

## Requirements

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

- Bachelor in Engineering degree and three years of work experience in sales of sensors industrial automation; knowledge and experience with inductive, optical and capacitive would be preferential.



- Minimum of five years of work experience in product management or application engineering, specifically within industrial automation.
- Possesses strong knowledge of industrial automation markets and automation products, with relevant experience in Sensors, preferably in Agriculture machinery and systems, Mobile Equipment, Access Controls and/or Conveyors/Packaging industries.
- Experience as a Product Specialist and/or Application Engineer
- You are a self-motivated, dynamic, and energetic individual, capable of working independently in an international environment.
- German & English proficiently; other European languages are an advantage
- You are proactive, flexible, adaptable, and open to change.
- You challenge the status quo for positive improvement.
- Knowledge of ERP, CRM IFS, Pack Office computer software.
- Must be able to travel up to 50% (overnight stays) or as required to support a multi-state territory.
- Collaborative and able to work effectively across global and functional boundaries.
- Ability to 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](mailto:GlobalTalent@carlogavazzi.ch) indicating the role as reference you are interested in.

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

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