

Regional Business Leader – South East Asia (SEA)

Exertherm is the pioneer and global leader in helping the Energy Industry, Data Centers and other critical infrastructure achieve higher electrical system resilience and efficiency, for a better world with safer and more sustainable operations.

JOB PURPOSE

We are a disruptive B2B thermal monitoring solutions company providing data rich and IIoT ready 24/7 monitoring equipment for electrification systems globally.

Due to increasing demand for our award-winning solutions, we're looking for a **Regional Business Leader – South East Asia (SEA)** to join our expanding team to be responsible for driving growth and customer satisfaction in the region. Incumbent will be based in Indonesia.

RESPONSIBILITIES

Define, plan and ensure the local implementation of the Asia – Pacific (APAC) Regional Sales strategy, to meet business objectives. Drive all business development and sales, training and support activities for boosting sales of thermal monitoring solutions. Being the electrification systems health advocate and trusted partner within the condition monitoring space.

- **Sub-region Sales Strategy:** Create, plan and implement local sales, go-to-market and strategic business development initiatives, in line with the APAC Regional Sales strategy.

- **Sales Targets:** Drive and ensure achievement of sales targets, proactively anticipate and identify shortfalls in performance, and define and implement improvement plans as needed.

- **Business Plans:** Develop and implement annual market development plans dedicated to the country market needs in conjunction with the relevant OEM/partner landscape.

- **Analysis:** Conduct market analyses and define appropriate forecasts and plans. Evaluate customer research, market conditions and competitor data to formulate the country plans with focused segments, solutions and channels/partners.

- **Drive Business Development, Marketing & Sales:**

- o Identify and evaluate opportunities with existing and potential new customers on a local basis, combining the portfolio offering to formulate and design a winning solution offering.

- o Determine plans for implementation and driving demand generation with a value based selling approach.

- o Build a partner network of OEMs and installers/service partners, maintain strong relationships with key decision makers and ensure and prove value delivery to the customer.

- o Take ownership of a defined focus vertical industry across the EMEA Region, formulate and roll-out a segment strategy, growth plan and sales play book in close collaboration with the EMEA Sales team and Global Marketing.

- **Training:** Drive sales efficiency by ensuring appropriate methodical and solutions knowledge (technical and sales). Ensure know-how sharing and cross-collaboration.

QUALIFICATIONS, PERSONAL ATTRIBUTES AND COMPETENCIES

Qualifications, Knowledge and Managerial Experience

- Educated to Masters (electrical engineering, industrial engineering, computer science, MBA, ...) or equivalent degree level

- At least 10 years of experience in driving Business Development, Sales, technical Product Marketing, Channel Sales Management.

Skill sets

- Previous experience of technical/commercial marketing and sales into industrial markets of Indonesia and/or South East Asia, ideally in the electrification / power systems space.
- Previous experience in Heavy Industries and/or Critical Infrastructure space (Logistic Centers, New Energies, BESS, Airports, Hospitals, ...)
- Excellent communication skills in English, both written and verbal.
- Critical thinker that identifies areas of improvement in own as well as adjacent functional areas.
- Tech-savvy with experience in using Microsoft Office.
- Proficiency using customer relationship management (CRM) software, ideally HubSpot.

Behaviours

- Team player
- Quick, agile, confident, thoughtful, with the ability to bring new thinking and ideas.
- Well organized with the ability to plan a workload to achieve deadlines.
- Ability to work both in a Team and alone when necessary.
- Ability to deliver projects to timescales.
- Fastidious but fast moving.
- Excellent attention to detail, and a collaborative and proactive manner.

Alternatively, please send your CV and supporting material to hr@exertherm.com quoting the job title in the subject field.