



FORTIVE

POSITION DESCRIPTION

JOB TITLE:	European channel Manager, based in UK (or Germany)
REPORTS TO:	Business Unit Director
PEERS:	Sales Managers
KEY RELATIONSHIPS:	Distributors, Customers, Sales, Product Managers, Customer Service, Technical Support, R&D, Operations, Finance, HR

POSITION SUMMARY:

The Distribution Manager will grow sales by actively managing West Control Solution's global distribution channel, including online distributors, catalogue houses and technical channel partners. This role will be responsible for devising strategic plans to grow profitable distribution sales through proactive communication, online and offline Marketing programs, new product introductions, improved sales tools, and strong relationships to gain share and drive price.

KEY RESPONSIBILITIES:

- Develop strategic relationships with online, international, national and regional distributors and catalogue houses to drive mindshare and accelerate West Control Solutions' product sales
- Devise and execute broad and distribution-specific commercial plans to achieve required growth targets
- Work with internal cross-functional team (Marketing, Product Management, Sales) to develop and implement successful online and offline Marketing programs and sales tools that will drive more West product sales through our partners
- Drive fast introduction and launch of new products, and train distributors on new and existing product portfolio
- Participate in joint customer visits, and trade/product roadshows to help drive new business conversion
- Set and manage distribution policy, price increases, tiered discount structure and contracts
- Direct and ensure follow up on all incoming distribution enquiries, leads and RFQ's
- Partner with Sales team to develop new distributors to further improve our business
- Leverage communication tools to gather "Voice of Customer" to drive an improved customer experience and new product direction
- Evaluate and leverage web tools to increase online ordering through distribution partners, and catalogue houses.

CAREER PROGRESSIONS / PROMOTABLE TO:

European Sales Director, Marketing, or Sales leadership roles within Fortive.

POSITION QUALIFICATIONS:

- Proven track record of having organized large, international distributor network, for complex industrial products.
- International background (i.e. experience of having led international teams, or covered multiple countries in a field sales role).
- Managerial talent able to leverage available resources effectively. Capable of successfully prioritizing and handling multiple tasks simultaneously.
- Able to quickly analyse complicated issues and boil down to the key points, develop action plans and bring to a successful conclusion.
- Maturity and executive presence, perceived as equal by all levels of an organization; excellent written, oral and presentation skills.
- Solid quantitative and analytical skills, able to manipulate and analyse data.
- Self-starter, with strong sense of urgency and ownership, and proven teamwork skills; able to work in a complex and ambiguous environment that changes quickly.
- Academic background in business administration or engineering, technical background preferred.
- 10+ years in industrial (B2B) sales and/or marketing experience, including 5+ years managing distributors.
- Proven track record of consistently achieving distribution sales and market share growth targets
- Strong process-orientation, proven knowledge of tools such as Value Selling, Voice of Customer, Funnel management.
- Fluent English, German and/or French language skills a plus.

Attribute/Skill/Experience	Weight Scale: 8-10 = Must Have 5-7 = Important 1-4 = Helpful
Bachelor's Degree in an Engineering or business discipline	8
Strong experience of relevant industry (automation, control, measurement and instrumentation, professional electronics)	8
Proven record of successful growing sales year over year with similar products	9
Proven record of successful growth with distribution	10
Demonstrated use of Value Selling techniques	8
Excellent teamwork and communications with customers, distributors and internal peers	10
Successful record of implementing change	9
French and German language skill beneficial	4
Fit Factors	
Tenacity/Do What It Takes	9
Effective Time Management and Personal Organization	8
Do It Now/Time Is the Enemy	9
Continuous Improvement, Don't accept the status quo	10
Traction Counts, Make an Impact	9
Tactical and Strategic	9
Details Count	8
Get the Numbers – Results Count	9
Delegate and Hands-on	8
Leadership and Teamwork	9

BUSINESS BACKGROUND:

West Control Solutions is part of Specialty Product Technologies a Fortive business unit incorporating West Instruments (based in Brighton, UK) and PMA (based in Kassel, Germany). West Instruments designs, develops, manufactures and markets a range of temperature and process control instrumentation for industrial applications worldwide. The business unit includes sites in the USA and China.

PMA's core competence is closed loop control for industrial applications. Modern software tools and a complete range of controllers - the Economy controllers, the Universal Line as also the Advanced Line –provide scales for flexibility in application and thus offer a tailor-made price-performance ratio. This product strategy leads us to be one of the market leaders in Germany for digital operating closed loop controllers.

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Approved by:

Date: