

Geneva, July 19, 2021

Technical Sales Manager

AST Technology SA, Geneva, Switzerland

1. Technical Sales Manager - Anode Materials

AST Graphite Materials is searching for an experienced Technical Sales Manager accountable for realizing sales objectives of graphite anode products in the lithium-ion battery market, reporting to the Chief Marketing Officer. The successful candidate will be accountable for managing the sales process including customer prospecting, relationship building, opportunity management, qualification, supply agreements and ongoing account support.

Existing industry relationships will be leveraged to prioritize customer targets and accelerate account development. Acting as technical advisor to customers on product and applications, the Technical Sales Manager will utilize proven technical proficiency in lithium-ion battery materials, design and manufacturing will be utilized to communicate effectively with all customer decision makers, with focus on R&D and engineering resources in particular. Deep understanding of battery materials' impact on customer application performance will be utilized to drive value and profitability. This role will also contribute to marketing and market intelligence initiatives in support of overall.

2. Growth strategy and execution.

The ideal candidate is motivated by results and thrives in a dynamic growth environment. This position can be located remotely, with the understanding that regular travel predominantly in Europe, North America, India, China, South Korea and Japan is required. This role will also require periodic interaction at our manufacturing plant in China.

3. Specific Responsibilities

a. SALES

- Meet sales and profitability goals; evaluate and create strategy for accounts, plan account approach and manage resources to achieve sales budget and growth consistent with the company's annual operating and five-year strategic plans.
- Provide sales and technical support for graphite anode products & solutions to existing and potential customers in the rapidly growing Europe, North America and India lithium-ion battery market.
- Cultivate lasting relationships with customers in order to help secure positioning within the account. Ability to build relationships at all levels within an organization from R&D engineers to company executives.
- Directly participate with management in the development and delivery of customer supply agreements related long term sales arrangements.
- Coordinate effectively across functions (R&D, Manufacturing, Quality, Finance, Marketing, Customer Service, Supply Chain) to develop and execute on targeted sales opportunities.
- Develop accurate rolling sales forecasts to support the Sales and Operations Planning process.

- Publish call/visit reports in a timely manner.
- Resolve customer complaints by investigating issues, developing solutions, making recommendations to management, and managing the delivery of solutions.
- Be the customer voice inside of AST- Technology the sales champion pushing opportunities to the fore and then marshalling internal resources around those opportunities.

b. MARKETING

- Participation in industry events, training, and industry specific committees (where applicable).
- Recommend changes to products, service, and policy by evaluating results and competitive developments.
- Provide timely market and competitive intelligence.
- Understand and report on the market environment and competitive situations, and recommend appropriate response plans.
- Assist Marketing to establish and maintain product leadership by identifying and developing promotional tools that educate, promote, and articulate product advantages and customer value.

4. Qualifications

- B.S. degree in Engineering, Science or Marketing is required. An MBA is preferred.
- Minimum 3-5 years of Sales and Marketing experience in lithium-based battery and/or automotive industries (international experience preferred).
- Knowledge of materials manufacturing and applications is strongly desired, with preference for graphite/carbon materials.
- Must be proficient in the technical and operational management of his/her products and be able to represent AST Graphite as an expert in this space.
- Excellent interpersonal, communication and presentation skills are required, with the ability to listen and translate customer need into a sales action plan.
- Skills and emotional intelligence to develop a deep understanding of the industry and customer's business and sustain productive customer relationships at all levels.
- Strong verbal and written communication skills (English), including proficiency in Microsoft Office Suite (especially Excel and PowerPoint).
- Willingness to travel to customers and end user locations - expected travel around 50%.

5. About AST Graphite Materials.

AST Graphite Materials is a world leader in graphite material science with over 35 years of experience in the carbon and graphite industry. As of July 2021, AST Graphite Materials is part of the AST Technology Group of companies, a group of market-leading, diversified knowledge base companies that combine leading-edge knowledge about manufacturing processes with a history of continuous innovation. AST Graphite Materials' state-of-the-art Luoyang (Henan) and Suining (Sichuan) facilities supplies customers globally with a wide portfolio of graphite materials, and lithium-ion battery anode powder.

AST Graphite Materials will be the first fully integrated producer of anode grade graphite powder materials based in the Europe and North America, reducing reliance on foreign supply for this key component used in lithium-ion batteries that power electric vehicles, grid storage, defense and other applications and enabling greater independence on production in China, South Korea and Japan for lithium-ion batteries. The company is investing in products and capabilities to meet rapidly developing customer needs and committed to significant growth in its businesses and people.

Equal Opportunity Employer /Individuals with Disabilities. AST-Technology will not discharge or in any other manner discriminate against employees or applicants because they have inquired about, discussed, or disclosed their own pay or the pay of another employee or applicant. However, employees who have access to the compensation information of other employees or applicants as a part of their essential job functions cannot disclose the pay of other employees or applicants to individuals who do not otherwise have access to compensation information, unless the disclosure is (a) in response to a formal complaint or charge, (b) in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or (c) consistent with the AST's legal duty to furnish information. 41 CFR 60-1.35(c)

Seniority Level

Mid-Senior level

Industry

Graphite Material

Employment Type

Full-time

Job Functions

Sales, Business Development

Office Location

Switzerland, Germany, USA