

Responsibilities

Sales & Marketing

- Planning and execution for acquisition - and marketing actions as mailings, presentations, visits and meetings for Tier 2, Tier 1 and OEM customer targets
- By personnel involvement and customer trust: order winning and price negotiation for several big projects (sales approx. 1 Mio. US\$ per project)
- Product and commercial adjustment and development for the NAO market in difference to European standards as payment terms, warranty and service items, safety and health requirements, automization and loading standard, documentation and spare parts availability, power requirements
- Development of „SWOT“ processes to compare product and competition and create actions for continuous improvement
- Creating a benchmark data base with financial information to compare our competitors in revenue, employee status, profit, operation strategy (make or buy), Working Capital and ROCE