

Job Title:	Business Development Manager - China	Position Type:	Full-time – 37 hours per week
Location:	Shanghai or Beijing, China	Travel Required:	50%
HR Contact:	personnel@quorumtech.com	Date posted:	March 10, 2022

Job Description

MAIN PURPOSE OF JOB

China is the largest market for Electron Microscopes and associated sample preparation equipment. Quorum has been selling to Chinese distributors for many years and is an established brand among SEM users. However, we believe that China is underserved by Quorum, and we should be selling more to this market. The Business Development Manager role is a new position, created to address the need for greater interaction with the Chinese market.

The position is a field-based business development role specifically targeting the Chinese electron microscopy market and other appropriate applications for Quorum EM sample preparation products. In addition, technical and commercial support for Chinese customers and distributors is a key aspect of this position

The job will be based at the CBBC offices in Beijing or Shanghai but will require extensive travel throughout China for sales visits, demonstrations, exhibitions etc. It is anticipated that a minimum of 50% of the time will be field based with the remaining time based at the CBBC offices.

RELATIONSHIPS

REPORTS TO: Administratively to CBBC's office managers in Beijing; functionally will report to and be supported by Quorum's Commercial Director in the UK.

RESPONSIBLE FOR: No direct reports

INTERACTS WITH: Sales and Service departments, external customers

ROLE AND RESPONSIBILITIES

The Business Development Manager will be responsible for making China into Quorum's biggest market for both cryo and coating sample preparation equipment. This will be achieved by promoting Quorum products directly to key users, managing existing sales channels and developing new channels. Key tasks include:

- Research the market, meeting with scientific users of Electron Microscopes to establish their needs, how they evaluate sample preparation equipment and how Quorum compares to competitors.
- Assess the capabilities of distributors and manage the quality of services provided to end-users.
- Review coverage of the Chinese market and recommend new partners who could help expand our presence in regional markets.
- Act as the voice of the customer, passing on feedback to the appropriate departments within Quorum. Travel to the UK for meetings and strategy discussions.
- Representing Quorum at trade shows, conferences, and business meetings, mainly within China, occasionally overseas.
- Drive the business in China to meet and improve annual sales and margin targets.
- Propose a long-term strategy for Quorum's business in China.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

PERFORMANCE MEASUREMENT

- Sales and Margin targets for China
- Concise, detailed, and accurate reporting of past results, future forecasts and KPIs as required by management.
- Ability to meet customer expectations and to maintain Quorum's established reputation for excellence.
- Ability to ensure that all established administrative routines and records are kept accurately and up to date.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

Degree in a scientific subject or relevant experience.

REQUIRED EXPERIENCE AND SKILLS

The successful candidate must have:

- Hands on experience with Scanning Electron Microscopes.
- A minimum of 5 years' experience in position with similar responsibilities and in a related technical field, selling to academia or industrial laboratories.
- Experience in development, implementation, successful execution of plans to generate new business in targeted market segments and prospects.
- Native level written and spoken Chinese.
- Excellent written and spoken English.

PREFERRED EXPERIENCE AND SKILLS

- Experience selling SEM sample preparation equipment.
- Experience in managing distributors and agents.
- Experience in selling to large OEM accounts
- Hands on experience with electronic business data base and reporting systems, especially SAP B1.

ADDITIONAL NOTES:

The Business Development Manager can expect regular overnight travel, with a large percentage of their time spent outside the company. This individual needs to be flexible with extending hours and days of work, when necessary, to meet the needs of customers and associates at Quorum. Valid driving licence required.

This role includes occasional overseas travel. Valid passport required.

Attendance at trade shows means that ability to sit/stand for long periods is required.

Assisting with packing/unpacking products will require bending, lifting, and carrying heavy equipment.

Key Words: sales manager | electron microscopy | sample preparation | scientific instrumentation | China