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## Open position: Area Sales and Marketing Manager

**Date: 2025.04.24**

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### Title

Area Sales and Marketing Manager / Directeur Régional des Ventes et du Marketing

### Company

AESA Cortaillod is an international high-tech SME located in Switzerland, canton of Neuchatel, with offices in Germany and China. We develop and produce automatic test equipment (ATE) and solutions for the electrical cable industry, addressing multiple market segments, including telecom, energy, automotive, etc. In parallel, we supply quality integrated software towards yield improvement. Established more than 45 years ago, we pride ourselves on constant innovation and high quality-performance services to customers worldwide. Exports account for 95% of our sales.

To bolster our sales and strengthen our leadership, we are looking for an **Area Sales and Marketing Manager** in charge of a sales territory and key customer accounts. The successful candidate will be responsible for growth and achieving sales targets.

### Office Location

AESA SA, 2013 Colombier

### Responsibilities / Duties

- Develop annual sales and marketing plan in support of company strategy and objectives
- Responsible for sales targets for a geographical territory
- Develop strategic relationships at key customer accounts
- Perform reporting of sales and marketing activities
- Assist in the writing of marketing material and product collateral
- Responsible for fairs and customer trade shows to represent company and generate new sales
- In charge of developing competitive and benchmarking analysis

This position will require frequent international travels to customer production plants, shows and exhibitions, and AESA worldwide offices.

### Qualifications / Skills

*Languages:* English: fluent in written and spoken  
French: recommended  
German: recommended

*Education:* MS or BS level in Electrical Engineering (or equivalent).

### *Experiences:*

- 5+ years of international sales of technological products and/or solutions



- Sound knowledge of the test and instrumentation industry
- Knowledge of the cable industry is a plus
- A demonstrated track record of growing sales and profits, in a technical field
- Familiar with budget setting and financial analysis

*Others:*

- Business acumen
- Results driven, customer focus
- Thirst for increasing responsibilities
- Leadership with a “we can do it” spirit
- Creative problem solving and negotiating skills
- Excellent communicator, strong relational skills, and ability to work in a team

**Conditions**

Permanent contract with attractive conditions

Starting date: as early as possible

Please send your implication to [mgt@aesa-cortaillod.com](mailto:mgt@aesa-cortaillod.com)

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