

## **Act at the Heart of the Global Reference in Cable Metrology**

Our client, a Swiss technology SME, develops, manufactures, and sells high-tech equipment for measuring and qualifying the technical characteristics of communication and power transmission cables produced by the world's leading cable manufacturers. ISO 17025 certified, it also plays a key role in advising and training these manufacturers, offering them the most efficient cable measurement solutions. The measuring equipment and training provided allows them to be among the most competitive globally. To support the strong growth of its business and keep pace with the fast growing cable industry, our client, backed by highly committed investors, asked us to find an:

### **Area Sales Manager (m/f)**

#### **International Markets – High-Tech Measurement Solutions**

You will have the opportunity to play a key role in this SME made up of high-level specialists working in a start-up spirit. Reporting to the Sales Director, you will work closely with management and the R&D teams. Operating in a dynamic environment, you will have the opportunity to contribute to the growth of this SME whose core values are creativity, entrepreneurial spirit, flexibility, and teamwork.

#### **Main tasks**

- Manage one or more regions worldwide and develop business volume
- Negotiate and conclude sales of the measuring equipment best suited to the real needs of each customer, and also sell solutions in collaboration with the technical team and the QA manager
- Strengthen strategic relationships with key customers and provide them with advice
- Visit prospects in your regions and successfully acquire new clients
- Ensure significant business growth and develop the best strategy for achieving it
- Report and manage information concerning market evolution and new customer needs. Make best use of the available IT systems (ERP, customer IA tools, ...)
- Initially, study the equipment and learn the subtleties of these measurement techniques
- Ensure the maintenance of the high-quality and efficiency image of this SME, recognised worldwide for the precision and quality of its products
- Support and manage promotional activities

#### **Your Profile**

- You are an electrical engineer or equivalent, and you have a general understanding of the measurement parameters that ensure the quality of electrical cables for communication or energy transmission
- Ideally, you have a successful experience in international sales of technical solutions

- You are familiar with the challenges of measurement systems and selecting the most suitable measurement method
- You are ready to be trained in these highly advanced technical products
- You know how to identify and capitalise on business opportunities
- You are results-oriented and focused on customer satisfaction
- Independent and a team player, you show leadership with a “We can do it” mindset
- An excellent communicator, you know how to help people around you grow, and you are fluent in written and spoken English. You can also express yourself in French and German, other languages being an advantage
- You are ready to travel frequently and visit customers on a regular basis

Has this job description attracted your attention, and do you recognise yourself in this profile?  
Then send us your confidential file or call me if you need more information.

Your consultant

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