

Job description

Position US Business Development Manager
Reports to CEO
Location The University of Edinburgh, Easter Bush Campus, EH25 9RG

Greengage Lighting Limited

Via its ALIS and Agri-Lamp brands, Greengage Lighting Limited provides innovative LED lighting solutions for agriculture. Our award-winning range is specifically tailored for agricultural conditions enhancing production yields and animal welfare, with category-leading durability. We are recruiting a Global Head of Sales & Marketing to drive increase revenues across the board and as part of our plan to scale the business up.

Objective

Reporting to the Global Head of Sales & Marketing, the US Business Development Manager will have responsibility for the agreement and delivery of the Company's Sales & Marketing Strategy & Revenue Targets for the US, Canada and Latin America. The successful candidate will develop and execute against the business plan, using their knowledge of the market, network contacts, commercial and negotiation skills; playing a major part in seizing the market opportunity and supporting the transition of this business from an early stage startup to a business of scale, through acceleration of direct customer acquisition and revenue growth.

Key responsibilities

- Development and execution of the Sales and Marketing Strategy, to agreed revenue targets within agreed timescales.
- Building Market Intel and lead in market intel requirements to rest of the business. Enhancing knowledge of the competitive landscape, and feeding in the competitive analysis to Sales & Marketing strategies and activities.
- Work with Global Head of Sales & Marketing to strengthen Greengage's market and selling propositions, and increase market share in line with agreed targets and goals.
- Revenue and demand pipeline generation to agreed targets and goals.
- Customer and Distributor relationship management
- Work effectively with other cross-functional departments to deliver results.

Key attributes

- An ambitious driven individual with excellent industry knowledge (especially poultry and swine) and an excellent network of relevant contacts.
- Proven track record of success in a solution sales role within the agri-tech sector.
- Highly commercial individual, with a strategic outlook and pragmatic approach.
- The ability to quickly build relationships both internally and externally, and hit the ground running.
- Strong and effective leadership skills.
- Recent SME experience – previous larger company experience is also of interest
- Self-starter who will drive results.
- Influential communicator – required to keep commercial contacts and sales team engaged
- Excellent negotiation skills
- Foreign language skills preferred