



Regional Sales Manager Latin America

- **Leading edge products**
- **Global markets**

Codan Limited is a global leader in the design and manufacture of a diversified range of high value-added electronics, communication, and metal detector products for global government, business, aid and humanitarian, and sophisticated consumer markets. For 50 years, we have earned a reputation for product performance, quality and reliability, and excellent customer service.

You have the opportunity to be part of a challenging and inclusive environment. Our multi-cultural, diverse and highly skilled workforce are committed to customer service, quality, and delivering value to our customers and stakeholders.

We seek a strategic and highly motivated Regional Sales Manager who will provide leadership in implementing global market development and product distribution strategies for the Radio Communications product line in Latin America. Your global experience with military customers, technical knowledge of HF radios, associated systems and adjacent technologies, as well as applied knowledge of world-class account management practices will support your success and contribution to the Radio Communications Leadership team.

You will have demonstrated success in building partnerships and strategic alliances, and proven skills in developing complex sales proposals and tender responses. Fluency in English and Spanish, and a willingness to travel are essential.

For more information, please refer to the position description that follows.

To apply, please contact Stanton Chase International at (+1)
410 528 8400

Global Markets. Enriched Careers.



POSITION	Regional Sales Manager – Latin America
DEPARTMENT	Radio Communications – Business Development
EMPLOYMENT STATUS	Full-time permanent
REPORTS TO	Vice President and General Manager, Americas, Europe, Middle East and Central Asia
ROLES REPORTING TO THIS POSITION	Nil

The Codan group of companies operates globally in a number of different markets. This position may require extensive travelling to developed and developing countries. It is accountable for implementing global market development and product distribution strategies for Radio Communications product line.

KEY RELATIONSHIPS	
Internal	Regional Teams, Radio Communications Engineering Team, Product Management, Marketing and Communications
External	Codan’s global customers (existing and potential), suppliers, dealers, distributors
KEY RESULT AREA 1: Product Sales	
1	Achieve target sales and margin contribution levels in the designated territories, regions, and market segments. This includes working with the Business Development team to ensure the correct pricing structures and strategies are in place to achieve agreed objectives.
2	Develop sales strategies and plans, in conjunction with the General Manager (Americas, Europe, Middle East & Central Asia) and other Senior/Executive Managers, to maximise market penetration and develop new market opportunities.
3	Produce proposals in response to customer solicitations/bids/tenders utilising accessible resources across the business unit.
4	Contribute to sales forecasting, budgeting, and general planning activities for designated territories, regions and market segments.
5	Monitor new product launches, promotion, and advertising activities.
6	Provide sales performance reports for the General Manager (Americas, Europe, Middle East & Central Asia).
7	Provide assistance in the collection of funds from outstanding customer accounts.
8	Foster strong, direct relationships with key customers and prospects in all sales regions, and play a lead role in major negotiations and tender submissions as required.
KEY RESULT AREA 2: Distributor Channel Management	
1	Ensure the development, implementation and refinement of channel management strategies and plans.
2	Implement and review processes and disciplines for reviewing dealer/distributor/agent performance.
3	Build high quality sales network and channels in an effective and efficient manner. This includes providing assistance and support to distributors to identify new customers and opportunities.
4	Identify and secure appropriate distribution channels, ensuring that distributors provide adequate sales and marketing resources to maximise sales opportunities.

- 5 Deliver field and factory based training for customers, dealers and end-users.
- 6 Ensure that product training, development, and support, is available to channels and end-users.

KEY RESULT AREA 3: Market Development

- 1 Ensure the company plays a major role in emerging markets by assisting with market research and in-field support.
- 2 Implement the strategic marketing plan that continually positions the company as the industry leader in its targeted niches.
- 3 Identify both current and future customer needs regarding existing or new product development.
- 4 Develop and maintain relationships with key customers, channels, and other influences.

KEY RESULT AREA 4: Customer Service Management

- 1 Manage all aspects of the customer interface to ensure that communication is open and effective, instilling a culture of absolute commitment to customer delight.
- 2 In conjunction with the General Manager (Americas, Europe, Middle East & Central Asia), assign resources to meet the needs of the distributors and end-users within the designated territories, regions, and market segments.
- 3 Manage the infrastructure support, new territory interactions, and local customisation of strategy as it is adapted to suit existing, more mature markets.

KEY RESULT AREA 5: People and Performance

- 1 Build effective professional relationships and communications that reflect the Codan group's Core Ideology and Code of Conduct.
- 2 Build cohesive teams focussed to achieve exceptional results, leverage individual ability, and celebrate success.
- 3 Contribute to a safe work environment by complying with company Occupational Health, and Safety System and safe work practices.
- 4 Ensure existing business processes and tools used in areas of responsibility fit within the quality systems standards and requirements.
- 5 Apply the quality framework to all continuous improvement and innovation activities.
- 6 Ensure compliance with relevant regulatory requirements and standards obligations in work practices.

PERSON SPECIFICATION

Qualifications		Essential/Desirable
1	Bachelor's Degree in Electronics and/or Communications Engineering, or related field	Desirable
Technical knowledge, skills and experience		
1	Sound knowledge of the principles of sales and marketing, including processes and protocols	Essential
2	Global sales experience with military customers	Desirable
3	Strong sales experience in Latin America	Essential
4	Demonstrated extensive experience in electronic communications products and equipment	Desirable
5	An understanding of the complex cultural subtleties of international markets	Essential
6	Fluent in speaking, reading and writing in Spanish	Essential
7	Project management and change management skills	Essential
8	Advanced report-writing skills and effective presentation of information	Essential
9	Intermediate to advanced computer skills in MS Office, and other relevant software applications	Essential
Personal Attributes		
1	Strategic, analytical, perceptive and pro-active	Essential
2	Well-developed commercial acumen and outcome-focussed	Essential
3	Well-developed interpersonal, communication, negotiation and influencing skills, particularly across cultures	Essential
4	Excellent attention to detail and well-developed problem-solving	Essential
5	Ability to prioritise competing demands	Essential
6	Ability to lead and motivate a team	Essential
7	Creative problem-solving, initiative, and excellent customer service	Essential
8	Has a high level of determination and resilience	Essential
9	Willingness to travel	Essential