

# United Arab Emirates Jobs Expertini®

## Business Development Manager B2B, MEA

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Company: Dyson GmbH

Location: united arab emirates

Category: other-general

Dyson is a global multi category technology enterprise. We're growing fast and our ambition is huge – more categories, more locations and more people. In recent years, we've expanded our reach and grown exponentially across many teams, from digital and direct, to field sales, and our growing number of Dyson Demo stores. "That's really what Dyson is all about – new thinking to solve everyday problems." - James Dyson

**Overview – Dyson MEA**  
Dyson has established a regional hub office in Dubai to manage the Middle East & Africa markets. The Dubai Hub will provide the vision and strategy to Dyson's business in MEA, covering key markets such as UAE, Saudi Arabia and South Africa as well as future new markets. The region has been identified as Hyper Growth for the Global Dyson business meaning the middle east markets will scale rapidly over the next 5 years and we are building the team who will grow this business. This is an exciting time to join Dyson in the Middle East!

**Main Responsibilities**  
As a Business Development Manager you'll be concerned with improving and growing a business for our portfolio of high-tech devices in a B2B environment, by fostering and developing relationships with customers, suppliers and other partners. You will work to improve profitability through careful strategic planning and positioning in the appropriate markets. The Business Development Manager will report directly to the Managing Director MEA. He/she will have a precisely defined region of where to go and what markets to focus on, with predetermined targets for the whole of the year.

**About the Role**  
Targeted acquisition of new customers as well as support and maintenance of existing customers  
Focus on building a network of relationships and ultimately selling into Interior Designers, Mechanical & Electrical Engineers (M&E) and

Contractors with a laser focus on the specification of Dyson's Premium Technology Hold regular face to face meetings with Key customers and specifiers within this vertical (Hospitality, Transportation, Education) Active strategic sale of the product portfolio in key verticals Active use of the Salesforce CRM system as a work tool, with a focus on developing high quality leads Effectively manage a network of contacts within Dyson and the customer across different functions to ensure that accounts and project are set up and managed and orders placed/delivered correctly. Develop an annual business vertical plan that sets out the key strategic aims for Dyson and the vertical Agree, update, communicate and administer all areas of the vertical plan Manage a marketing budget in line with forecasts and promotional activity for the sector Maintain an ongoing contact with B2B decision-makers, and also investors and/or general contractors and architects Support and representation of the company at events and trade shows Close collaboration with the sales department and the Marketing and Public Relations department About you Strong specification sales experience for a high profile brand Proven delivery of sales targets and large projects Working knowledge of the construction and specification industry At least 5 years of professional experience in a B2B sales service or business project Having a sense of customer focus, communication strength and sales skills are natural elements You are technically interested and can spread the enthusiasm for Dyson technology Professional approach, entrepreneurship and independent working methods Safe and rigorous handling of CRM systems Fluent in English and knowledge of Arabic is a preference Dyson is an equal opportunity employer. We know that great minds don't think alike, and it takes all kinds of minds to make our technology so unique. We welcome applications from all backgrounds and employment decisions are made without regard to race, colour, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other any other dimension of diversity.

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