

# United Arab Emirates Jobs Expertini®

## Managing Director, Middle East

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Company: Breville USA, Inc.

Location: united arab emirates

Category: other-general

About Breville Over the past 80+ years Breville has grown to become an iconic global brand, delivering kitchen products to over 70 countries around the globe. Breville enhances people's lives through the delivery of brilliant innovation and thoughtful design based on deep consumer insights, empowering people to do things more impressively or easily than they'd thought possible in their own home and ultimately allowing them to "Master Every Moment". A career at Breville is truly a one-of-a-kind experience. It's more than working for a global leader; it's an opportunity to be a part of something that impacts people all over the world.

About the role The Managing Director, Middle East is responsible for the planning, directing and controlling the growth of the group's Middle East presence culminating in the formulation of a Middle East strategy to be approved, for opening new direct territories, including those of the Middle East and North Africa. driving sales and marketing through strategies and activities to achieve sustainable growth of Middle East revenues, contribution margins and profits. working with BRG global functional reports to ensure the appropriate business structure is deployed for the Middle East Launch. Key responsibilities include: Aggressively pursue new market opportunities across the Middle East with the BRG brand and existing OEM distributors. Research customers of best fit, arrange appointments, present items, negotiate trading agreements and secure orders. Assist in the formulation of sales, marketing and operations strategies through examining new distribution opportunities, building relationships with possible strategic partners, looking for acquisition opportunities. Facilitate access and delivery of marketing materials to key customers, oversee development of core marketing activities where branded distribution is employed.

Maintain relationships with retailers and distributors follow up on sales progress and order generation. Ensure retail presentation is appropriate across the various countries. Model RRP and market pricing to drive sustainable growth across the region Work with product development team to improve developed and sourced items to make them a better fit for existing Middle East customers and market. Liaise with Australian marketing teams to maximize product development synergies between Australia and UK and Middle East. Network with other key industry players to build strategic alliances for product development and/or distribution. Market & Consumer Research Seek customer insights with consumers, organizing and interpreting quantitative and qualitative surveys, focus groups, and via regularly reading online consumer reviews on both BRG and competitor products. Regularly conduct store visits to understand competitor and retailer strategies, to gain awareness of new trends and products, and to gain inspiration for product development ideas. Utilize database of customers from Sage website and online communities to better understand current product and satisfaction issues. Financial Analysis and Contribution Growth Regularly assess commentary / reports on the contribution margin performance of the Middle East BRG business, and the individual products and categories within these businesses. Grow contribution margin for the total business year on year and hit allocated budgets. Studying life cycles of existing products and make recommendations to develop new / replacement items at the appropriate time to continue growing contribution. Business Development Grow sales across the Middle East countries according to the business development strategy. Continue to develop a stronger sales and marketing structure that assists and supports distributors across Middle East. Project Management Manage timelines and key milestones with project managers to ensure product development activities are completed on time. Participate in meetings with key personnel to ensure milestone dates are achieved. Occupational Health, Safety and Environment Compliance Maintain awareness of and compliance with health and safety policies and procedures to maintain a safe working environment Take corrective action within delegations authorities to remedy safety hazards or risks and restore a safe working environment. Refer to Manager as required. We're Interested in Hearing from People Who Have: Degree or Certificate Qualified in Business, Commerce, International Business or Marketing. Experience in managing and building consumer good brands in the Middle East. Strong Sales experience with proven track record at hitting or exceeding sales targets. Strong Marketing experience and success gained in the small appliance industry. True multicultural awareness. Strong cultural education and experience in working in the

international arena. Can represent the company at the highest levels. Strong skills in written and spoken English language. Other languages an asset. What we offer you Competitive compensation package A fun and rewarding team environment Opportunity to work for an Australian Stock Exchange listed company Employee assistance program Paid parental leave policy Employee discounts of up to 50% on all our electrical products To Apply Come and make your mark with this global leader by applying today via the Apply Now button. Breville Group is proud to be an Equal Employment Opportunity Employer.

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