

# United Arab Emirates Jobs Expertini®

## Marketing Director – Refining & Petrochemical Industry

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Company: Honeywell Middle East Limited

Location: dubai

Category: other-general

Marketing Director – Refining & Petrochemical Industry Honeywell Specialty Materials is a global leader in providing customers with high-performance specialty materials, including fluorine products; specialty films and additives; advanced fibers and composites; intermediates; specialty chemicals; electronic materials and chemicals; and technologies and materials for petroleum refining. UOP LLC, headquartered in Des Plaines, Illinois, USA, is a leading international supplier and licensor of process technology, catalysts, adsorbents, process plants, and consulting services to the petroleum refining, petrochemical, and gas processing industries. UOP is a wholly-owned subsidiary of Honeywell International, Inc. and is part of Honeywell's Specialty Materials strategic business group. An excellent career opportunity is currently available for a Middle East Regional Director, Strategic Marketing with UOP and located in Dubai. This position will report to the VP Strategic Marketing & Planning and be responsible for leading, managing and directing all of the regional marketing related activities for UOP. He/she will work with the Business and Marketing leadership team to identify, document and execute a growth strategy for the business through regional STRAP. This growth strategy will be developed through expert use of Voice of the Customer discussions to discern customer segments, economics (willingness to pay and cost to serve), and competitive dynamics. He/She, working with global marketing, will also position UOP offerings in the region in support of growth plans.

**Position Responsibilities:**

- Drive marketing growth strategy across UOP for the Middle East Region
- Work with the Business & Marketing leadership team to define and execute a profitable growth strategy for the business.
- Define markets broadly, and grow with existing

products/services in new markets/applications; and new products/ services in existing markets/ applications. Develop robust business case with Segment L Basic Candidate Requirements:

- BS degree in Chemical Engineering is required
- Fifteen (15) plus year's professional experience in the Refining and/or Petrochemical industry.
- Four (4) plus years of marketing / technology experience including Global B2B Marketing is required.
- Ability to speak Arabic and English is required.

Additional Candidate Requirements:

- An MBA (with marketing focus preferable) is considered ideal.
- Strong business aptitude and interest; understanding and application of basic marketing frameworks.
- Experience with the implementation of new business development and marketing initiatives that lead to profitable growth.
- Strong problem-solving skills to structure and conduct analysis and to drive robust decisions.
- Proven track record of successful implementation (on time and on budget) of technology or marketing programs preferred
- Ability to perform financial analysis (NPV, IRR, payback, etc.) to help make business decisions.
- Intellectual curiosity: to learn, to ask questions.
- Ability to influence multifunctional teams without a direct reporting relationship.
- Strong execution and deadline focus
- Strong written and verbal communication and presentation skills.
- Good judgment and decision making.
- Strong desire to win.
- A Highly motivated self-starter.
- A Team player.

About The Company Honeywell (NYSE: HON) is a Fortune 100 company that invents and manufactures technologies to address tough challenges linked to global megatrends such as safety, security, and energy. With approximately 122,000 employees worldwide, including 19,000 engineers and scientists, we have an unrelenting focus on quality, delivery, value, and technology in everything we make and do. ArabJobs one of the best online recruitment job site all over the Arab world. Over 2,000,000 Job Seekers registered in our Database and over 15-Years of experience in supporting more than 30,000 companies.

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