

Marketing & Sales Ops Manager Jobs in Dubai | Caterpillar Careers

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Company: Caterpillar Inc.

Location: dubai

Category: other-general

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Position: Marketing & Sales Operations Manager

As part of the Sales and Marketing Distribution Center of Excellence (CoE), you will deliver deep expertise, insights, and best practices to the EAME (Europe Africa Middle East & Eurasia) distribution channel (Caterpillar Dealers) in the area of marketing and sales.

Responsibilities:

Driving the execution of sales and marketing plans with our dealer network both for prime product and aftermarket.

Ensuring marketing and sales processes, tools and structures both internally and within our dealer network are in place and fully optimized for both short-term (ABP) execution as well as strategic growth objectives.

Working closely with our internal partners to help develop and execute a digital marketing strategy to engage customers with particular focus on retail segment.

Requirements:

Driving the execution of sales and marketing plans with our dealer network both for prime product and aftermarket.

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