

United Arab Emirates Jobs Expertini®

Senior Business Development Manager KSA

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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

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!

About the role
Deliver sales results (volume and revenue) and profit
Create plans for each distributor/market to deliver 12-month and 5-year strategy and annual plans aligned to the Playbook.
Drive effective channel strategies and range strategies with retailers/distributors to maximise and optimise Dyson profitably, and reduce variability in line with market goals
Work with Marketing, PR and Finance colleagues to make integrated business plans for growth.
In collaboration with Marketing, build the masterplan to drive activities in each market to deliver the sales performance obj:
Dyson spend on marketing per year per market.
Product range, SKU and Line-up.
Retail executions, store experience and demonstrations (experts programme)
Responsible for delivering monthly sales volumes both at shipments and sell in to market and identify risks & opportunities for LE.
Drive distributor

sales planning processes to increase forecasting accuracy and ensure monthly delivery of results. Manage business to maximise profitability and reduce variability. Validate and oversee a monthly customer volume forecast process that is 12 month rolling with commitment from distributors to submit quarterly POs. Manage both shipments and sales in to develop a well managed growth plan for the KSA. Lead the KSA Distributor relationship. Establish plans to deliver sales organic through a channel strategy designed to deliver the Dyson GTM. Lead complex distributor negotiations to decrease terms and increase Dyson profitability. Develop Category Management approach. Organize and lead quarterly business review and annual top to top meeting. Legal compliance. Ensure compliance with antitrust, competition and bribery guidelines. Fulfill other duties as required. Relish the opportunity to pick up new activities that fall broadly in the purpose of the role. Identify problems and find solutions.

About you: Bachelor's Degree or equivalent in a relevant business related field. Minimum 7 years sales experience required; some of which must be with a strong consumer brand in a regional environment, managing top customers and distributors. Regional work experience – preferable. Experience of creating change, negotiating terms and challenging the status quo, in parallel with delivering numbers and transformations to achieve long term obj.

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.

The Dyson Institute of Engineering and Technology is unlike any other higher education institution. We aim to develop the best engineers in the world by combining rigorous academic programmes with work on future Dyson products and real responsibility from day one. Working and studying, learning and doing, while developing pioneering technologies and radical new designs.

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