

Position: Nexans in Vietnam, Country Sales and Marketing Director

Organization:

- Entities : Nexans Vietnam, Nexans LIOA
- Function : Sales and Marketing Director
- Supervisor's position: Nexans in Vietnam Country Manager
- Supervisor's name: Thierry Costerg

Purpose:

- To manage the local and export sales of the two companies (up to 40 M \$ / year) and monitor market surveys enabling Nexans in Vietnam to grow, win market shares and develop its profitability. Work closely with Nexans Singapore on cross sales.

Areas of responsibility

▪ **SALES MANAGEMENT**

He/She will have to manage all the sales team for local and export market of Nexans in Vietnam.

His/her responsibility includes organization of the front office and back office in Hanoi, as well as the HCMC team.(strong request on information organisation)

He/She will have to identify and animate the way to access to the market.

He/She will define and follow for his/her team target sales, target margin and all relevant KPI

He/She will define the training of the sales teams and propose succession plans and organize improvements.

Furthermore, he/she will make proposal to keep the talents.

He/she will define the yearly and multi year sales strategic plan

He/she will participate to the multi-year country strategic plan

He/she will propose new products production and related investments to differentiate Nexans in Vietnam from competition

He/she will be the Nexans in Vietnam participant for all Nexans sales management structure (product meeting, marketing committee etc).

▪ **LOBBYING**

Having a personal network, he/she will keep and manage the relationship with our key customers. Taking into account the sales developments defined in the strategic plan of the country and the area, he/she will be able to develop specific relationship in our new targeting markets.

▪ **MARKETING**

Today, only the communication part is managed in the company. He/She will be in charge to structure a specific team who will be able to make market and customer surveys, structure product developments, study competition position and habits. He/She will define, according to the strategic plan of the country the way to approach our main market segments.

▪ **GLOBAL MANAGEMENT**

He/She will join the executive comity of Nexans in Vietnam. His/her contribution will be key, increasing the coordination as well as participating to the elaboration of the future of Nexans in Vietnam.

Hanoi Office

6F, Silver Wings Bldg, 137 Nguyen Van Cu,
Long Bien, Hanoi
Tel: (84-4) 2220 79 88 - Fax: (84-4) 2220 79 86

Hochiminh City Office

Suite 1610, Level 16 Gemadep Tower
6, Le Thanh Ton Str., Ben Nghe, District 1, HCMC
Tel: (84-8) 6255 68 66- Fax: (84-8) 6255 68 01

Minimum Requirements:

Education:

- An MBA or a Master's degree from a top class foreign university in Marketing, Business development, General Management or Strategy. An off-shore foreign university degree in Vietnam or an all-Vietnamese education will not comply. The undergraduate degree may be from a local or a foreign university, but the second option is preferred
- At least ten years of work experience in sales & business development/marketing in a foreign company, at Manager or Director level

Special skills required:

- Native Vietnamese, He/She has an excellent command in English through living or studying experiences in an English speaking country. French would be a plus
- An excellent presentation skill in front of an audience is required. He/She has a very good knowledge of Microsoft office tools (Word, Excel and Powerpoint)
- Strong marketing skills are mandatory. He/She must be able to understand perfectly our market, to conduct an analysis and to prepare an action plan to address the identified issues
- He/She has a previous experience of change management/team transitioning which allows him to organize/re-organize his team in the most efficient way. A six-sigma or lean change certification would be a plus but is not mandatory
- He/She has an experience with ERPs and understands perfectly the flows of sales and marketing in an Information System.
- He/She has the experience working with very large customers on big orders (several dozen million USD deals) and is able to understand and manage all the aspects of the negotiation: legal issues, inter-cultural differences when dealing with a foreign customer, pricing. More generally, He/She has a very good understanding of all the functions of a company outside his area of competences (finance, legal, purchase, logistics, G&A, human resources)

Successful candidate's profile:

- Excellent presentation. He/She will represent the company in the main sales events and with most of our customers (including international companies), his credibility must be at the top
- As a member of the country's Executive committee He/She must be able to bring decisive ideas on the table on strategic issues and to actively counsel the Country Manager on issues pertaining to sales and marketing
- He/She is a natural born leader, able to gain respect from all his team members and peers (the Country CFO and the Country Industrial Director). He/She knows perfectly how to manage and organize his team in order to reach the objectives. He/She assesses the skills of the managers working with him and He/She suggests training plans and recruitments
- He/She has a very strong personal and professional network and an experience in managing customer relations in markets close to our business (infrastructure/ contractors, distributors...). He/She is very active in meeting with all the actors of the market
- He/She is an excellent communicator with outstanding negotiation skills. He/She is proactive, creative and problem solving oriented. He/She also demonstrates great communication skills within the global organization of Nexans (global sales, Asia-Pacific management, intercompany sales network)
- He/She is totally honest toward the management of the company and complies with the a high level of ethics required in a global company
- He/She must have the potential to take over the Country Management in a 3-year time

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