



Position Profile

National Key Account Manager, DK



Marcus Honkanen, Emma Eriksson

Nordic Minds GmbH
Hohe Bleichen 24-26
20354 Hamburg
Germany

marcus.honkanen@nordic-minds.com
m +49 (0) 160 4400 630

ifm electronic a/s
Ringager 2A
2605 Broendby
Denmark

Nordic Minds advises the company on the basis of an exclusive consulting assignment.
The following details are for your personal information only and should be kept confidential.

Company

About Ifm

Since 1969, ifm electronic has been developing, producing and selling sensors, software, control equipment and system solutions for industrial automation and digitalisation worldwide. Today, with more than 8,000 employees in 95 countries, the family-run company is one of the world's leading manufacturers in automation.

In Denmark ifm is located in Brøndby (near Copenhagen) and Højbjerg (Århus) and have about 25 employees.



Overview of ifm

Get an insight into ifm's activities. What is unique about the company? What are their values? They combine the flexibility and individuality of a family-owned company with the quality and professionalism of a corporate group.

For more information, visit the following websites:

<https://www.ifm.com/dk/da>

The Position

Position	National Key Account Manager
Location	Højbjerg, Denmark
Reporting to	Sales Director, DK
Team	You will work closely with the newly appointed Danish Sales Director as well as 2 global Key Account Managers.

Background and responsibilities

We are looking for an, experienced, highly skilled and dynamic person to join the Ifm sales team in DK, to develop business with top 10 large accounts. The responsibility also includes the local development of 2 major accounts that also are global key accounts. As well working together with international colleagues within certain key customers that are global key accounts and represent them locally in DK.

This position will be responsible for the achievement of the sales goals, including sales targets, product mix, development of selected customers. You will be a vital member of the sales team and to maximize growth and profitability by executing a systematic sales process towards the large accounts.

A large part of the job is to identify new projects and pursue a successful outcome. Ifm is working closely together with the customers project managers and product owners helping to improve current sensor solutions or supporting them to achieve their goals on smart factory / industry 4.0 enabled solutions. Hence documented experienced within project- and or system sales is what Ifm are searching for.

ifm sells to nearly all industry sectors via a direct sales model. Therefore, important sales topics include:

- Ensuring that the customer strategy is being executed locally in DK and to adapt the approach locally and make sure to speak the customers language and understand their world of business and challenges
- Implement a solution sales approach and in general follow a structured sales, customer development and funnel management strategy
- Increasing contacts in large accounts segments in DK and ensure customer growth is in accordance with goals set
- Report and work closely together with Global KAMs (based also outside DK) as well as the Danish Sales Director & MD

The Person - Profile & requirements

- Dialogue and deal closing especially also with development / R&D departments meaning one has to be prepared also for highly technical discussions with customers
- The correct activity, skills and knowledge are used to promote the name and brand of Ifm and achieve the success.
- You should have an excellent knowledge of the factory automation/process sensing technology in Denmark (most relevant target industries is food & beverage, pharmaceutical or other high hygiene factory environments that has been gained by your own experience. A clear understanding of how the business is made in the Danish market in this field is also required, but at the same time always put the company's business model and philosophy first.

With your clear thinking, excellent communication skills and solution orientated way of working and selling, you solve issues quickly and in a fair and constructive way. You understand that success comes from an excellent teamwork with colleagues and you support a team environment in the group. A clear business oriented thinking and attitude means that opportunities for ifm are always sought and the business can grow successfully in a secure way.

The Ifm company philosophy and company culture focuses on clear and open communication and respectful leadership of all people managers, where dialogue, criticism and praise are part of a healthy interaction. The same applies with communication to senior management within the Group. This culture is a guiding light for all employees in their daily work and is an important foundation of the company and of its success. Therefore, in your role it is important that this culture and philosophy are supported and visible through your work and the example you set to your colleagues.

The role has sales and account responsibility in DK and will report to the Sales Director of the subsidiary in DK. All communication to headquarters/Global KAMs is in English.

The Person - Profile & requirements

The following requirements should be met:

- Working experience in a relevant sales role in a daughter company of an International company or national sales of a Danish Group of minimum 3-5 years
- Project management experience– preferably backed up by PRINCE2 or similar
- Education in electrical/electronics/marine engineering, machine building or comparable
- Fluent in Danish and English
- Success in solution sales towards the process industry / OEMs
- Confident person with strong character
- Open attitude to challenges
- Problem solving ability
- Team player
- Independent working style and ability to make decisions that fulfill the sales/customer strategies
- High level of integrity and dependability with a strong sense of urgency and results-orientation.
- Proactive problem solver who uses own initiative
- Positive “can do” attitude