

## Bedrijfsdetails

**Baltimore Aircoil Company, BAC**, is a global manufacturer of **heat transfer products and services**. We specialize in developing resource-saving evaporative cooling equipment that conserves water and energy. The products of BAC Europe are distributed across Europe, the Middle – East and North Africa.

### **To strengthen our EMEA HQ in Belgium, we're recruiting an Aftermarket Business Manager**

The Aftermarket Business Manager is responsible for driving sales, service, customer support activities and the entire order to cash process management related to spare parts, services, upgrades, maintenance, refurbishment and technical support. You maintain the product & service portfolio and ensure optimal commercial and technical positioning in the market through creation and training of sales tools and promotional material.

In this role you manage the products and services throughout the product lifecycle, gather and prioritize product and customer requirements, define the product vision and work closely with engineering, purchasing, manufacturing and our local sales to deliver winning products & services. To ensure customers can operate their installations in the most reliable, efficient and sustainable way. Furthermore, you assure a close follow-up of our local service managers on the execution of tactical plans and guide them in the execution of special projects.

#### **Are you a growth-oriented and dynamic manager who will define and support our Aftermarket strategy and goals?**

- In this role you perform market analysis to provide unique and optimal aftermarket products & services for new as well as old/obsolete product lines taking regulatory compliance and standards into account. You manage prices to maximize success and margins.
- Both creating and maintaining sales tools for products and services and training of the sales force in utilizing them, is part of your responsibilities. Next to that you also provide on the job project support and ensure that best practices are shared and implemented between our local sales offices.
- To define our product and go-to-market strategy you interpret market and competitive data. You develop the core positioning and messaging to ensure maximum market exposure and determine value-based price levels to meet revenue and profitability goals.

## Profiel

#### **Are you an experienced people manager with strong influencing skills?**

- You combine a master's degree (technical or economical) with a proven track record of experience in a service and maintenance environment.
- You are experienced in market research for investment goods in a b2b environment and can demonstrate previous successes in defining and launching excellent products.
- Due to your excellent communication skills you can influence cross-functional teams without having formal authority.
- You can demonstrate strong negotiation skills and show strong analytical thinking capabilities.
- You are familiarised with tools like SAP, VOC and PESTEL analyses.
- You can express yourself fluently in Dutch and English. Knowledge of any other language such as French or German is an asset.

## Aanbod

#### **What we offer you?**

- An exciting job within an international environment at a market leading company.
- You'll work in an enthusiastic company and team where we stimulate training and personal development.

- An international company with a strong focus on sustainability.
- A competitive salary added with fringe benefits.

**Locatie:**

België, Heist-Op-den-Berg

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**Interesse?**

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