

# Job Vacancy:

## Business Development Manager – KSA & Egypt

July 2024

### 1. About us:

Advanced Ltd has been designing and manufacturing life safety products for over 25 years. Our products are known for their performance, quality and ease of use and can be found protecting people and property in over 80 countries. Our team members are passionate, driven and dedicated to 'Creating a Safer, Sustainable Future'. We are a wholly owned subsidiary of Halma plc, a FTSE 100 listed company. that is a market leader in specialist safety, health and environmental technologies focused on 'Growing a safer, cleaner, healthier future for everyone, every day".

Growth in key international markets is a major strategic goal of Advanced.

To enable this, we are looking to increase our Business Development resource in the Middle East. With an established customer base and sales channels, the focus for this role will be international growth by building on our reputation, managing and developing share with existing customer accounts by proactively entering new markets.

### 2. About this role:

As our Business Development Manager, you will identify, target, and develop close relationships with key stakeholders, influencing product specification and driving demand for our solution as the preferred choice in this region.

In this role you will:

- Drive sustained profit growth across the region by understanding the value proposition of our products and solutions, ensuring they meet current codes, standards and the specific needs of end users.
- In collaboration with the Commercial Manager, develop a clear and quantified strategy to market coverage in each target country. This includes aligning channels, customers pricing and promotions to deliver growth.
- Maximize share of wallet with existing customers by becoming the partner of choice, helping each customer develop long term value and profitability.
- Drive brand awareness by influencing specifiers to ensure the Advanced brand and solutions are included as preferred products on specification
- Collaborate closely with Product Management to develop a product roadmap for the region, leveraging your market insights on trends and changes.
- Ensure our products maintain the relevant approvals and listings.
- Provide pre-sales technical assistance and product education as appropriate.
- Prepare regular and accurate forecasts and reporting as required.
- Support marketing activities by attending trade shows, conferences, and other marketing events.

### 3. About you:

- You will have recent experience in a similar technical sales/business development role within fire industry, demonstrating:
  - Sound judgement and good business sense, where you're able to think strategically, understand customer needs and potential for growth, and translate that into meaningful forecasts and, ultimately, sales.
  - Your ability to find new customers through your networks, and knowledge of the market.
  - Proven success, where you have consistently met challenging sales targets through new business and by developing existing accounts.
  - Evidence of working collaboratively and influencing a team in diverse geographies. Adapting your communication style to the needs of the audience, you build effective relationships internally and externally.
- You will be fluent in English (written and spoken), and Arabic, allowing you to work closely with key stakeholders.
- You must be able to travel widely and regularly within the sales region and to Head Office in the UK as required.

### 4. What we offer:

- Competitive salary and benefits package

### 5. Job location:

- This role is expected to be based out of Riyadh, but other areas of Saudi Arabia would be considered.