



## JOB DESCRIPTION

**Position:** Field Market Development & Sales Executive Western Region

**Department:** SG&A

**Report To:** Asis Banerjee - CEO

**Posted:** January 16, 2008

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### **Summary:**

Ovation Polymers, an ISO 9001: 2000 registered polymer compounding manufacturer in Medina (Akron), Ohio is seeking a highly motivated sales executive and new business developer for the western United States region.

### **Primary Role:**

- The successful candidate will be responsible for market development and sales of Ovation Polymers' brand polymers in the western United States region as well as marketing our polymer compounding services.
- The successful candidate will be a key participant in a cross-functional market development team that is tasked with developing new business for Ovation Polymers. This will be primarily in the electronics market and similar markets promoting and selling our high margin advanced polymer materials.
- The successful candidate will generate new business, service current customer accounts, evaluate our competition, meet revenue objectives, develop sales presentations, and expand current customer accounts.

### **Overall Objectives:**

- Meet sales goals
- Motivated by successfully closing sales
- Establishing partnerships and alliances with customers
- Sales planning
- Electronics knowledge
- Technical zeal
- Customer focus
- Manage profitability
- Foster teamwork

### **Specific Duties:**

- Interact directly with key decision makers at target customers.
  - Visit target accounts and conduct introduction presentations.
  - Develop sales presentations that meet customer goals and needs.
  - Deliver sales growth goals and margin goals in a timely manner.
  - Coordinate with Ovation Polymers' R&D team, customer service, and manufacturing operations personnel to ensure realization of market team goals.
  - Assist in market research studies as directed.
  - Implement market introduction plans (technical and business strategies) for new products.
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- Proactively develop customer relationships, anticipate customer needs, understand customer's new product developments, and get Ovation Polymers involved as a joint development partner.
- Creates sales and marketing plans, implements plans, analyzes results, and implements positive change.
- Estimates annual sales budget, prepares annual budget, tracks expenditures, analyzes budget variances, and implements improvements.
- Evaluates competition by analyzing market information on competitor's products, pricing structures, service, sales campaigns, and discounts.
- Tracks electronic industry news and trends.
- Aids in the development of new products and services by analyzing and discovering gaps in current product lines and understanding customer needs and requests.
- Establishes sales objectives by understanding the customer base and then projects sales volumes and profit.
- Establishes sales prices by understanding costs, competitive products, and supply and demand.
- Approves sales literature and participates in trade shows and product expositions.
- Maintains technical product knowledge by attending education workshops, reviewing professional publications, and establishing a professional network.

**Qualifications and Experience:**

- Technical degree in chemistry, polymer science, engineering, or business.
- Minimum 3 years experience in direct sales of polymer products.
- Direct experience in developing qualifications for polymer materials at electronics manufacturers and OEMs is highly desired.
- Excellent computer skills including MS PowerPoint, Excel, and Word.

**Skills and Capabilities:**

- Excellent customer empathy.
- Drives sales projects to successful conclusions.
- Excellent business sense and demonstrated ability to close new business.
- Excellent interpersonal and communication skills.
- Makes good decisions under tight deadlines.
- Proactive, driven, and action-oriented.
- Demonstrates composure.
- Ability to handle crisis and convert to an opportunity.
- Entrepreneurial spirit.

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