

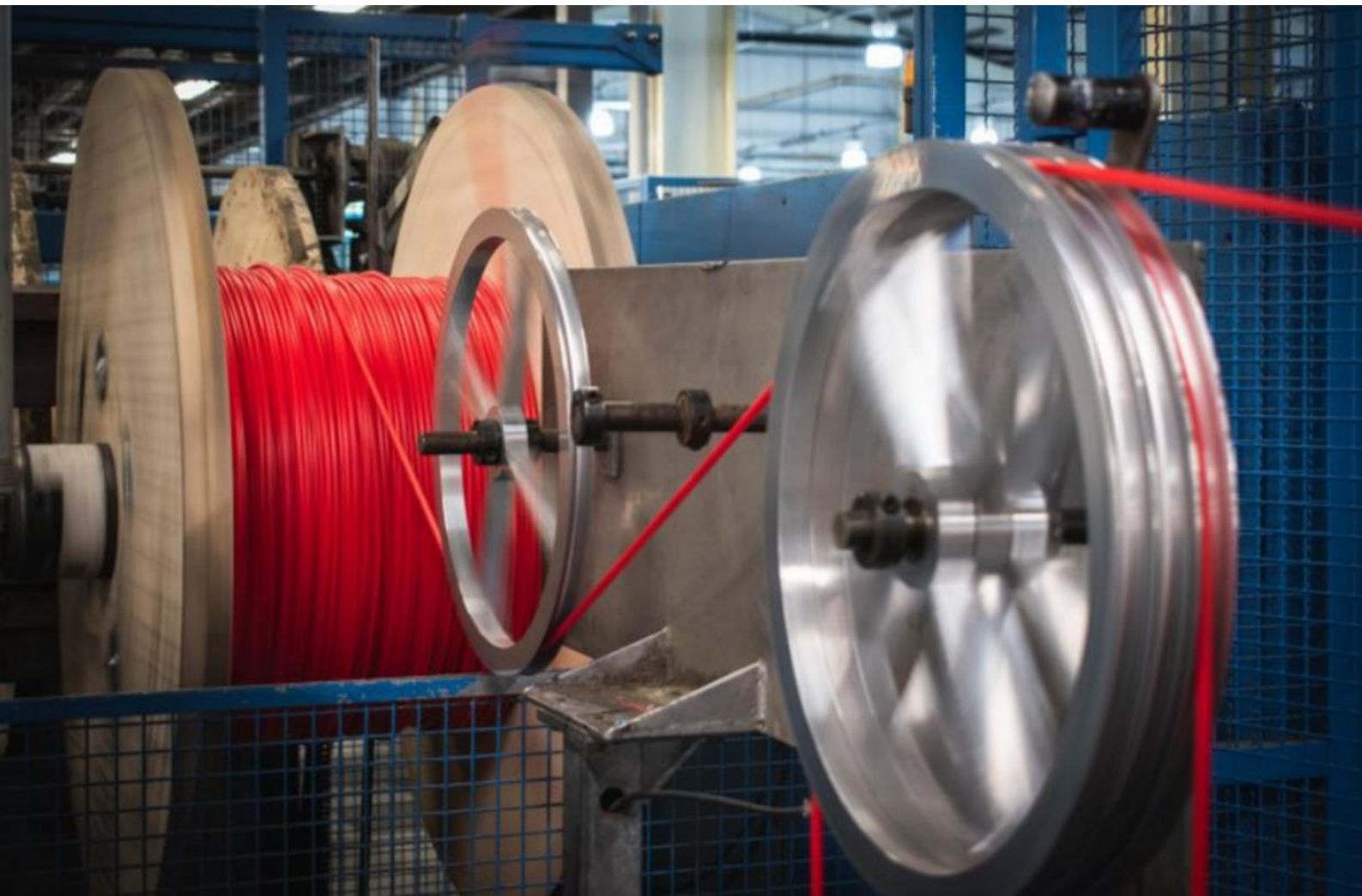


POSITION PROFILE

New Product Sales &
Research Manager



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Headquartered in Scotland with investment from overseas sources, Emtelle is a British manufacturing success story that has consistently sat at the cutting edge of manufacturing innovation and excellence. The business has a strong growth profile with 2022 revenues at c€425m and projections of c€550m next year. Emtelle is known globally as an innovator and outlier in an industry where commoditisation is a reality for most manufacturers. They were the first business to refine blown fibre optic tubing and have continued to innovate in line with the digital tidal wave that demands ever-increasing infrastructure capability.

Emtelle runs a sophisticated manufacturing operation producing complex innovative systems for customers in a matter of weeks as opposed to months or years. The business employs c800 people globally and has manufacturing capability across seven sites as well as additional sales locations across the world serving customers in over 100 countries.

The UK is the primary revenue engine for Emtelle, building on a 20-year legacy of consistent high-quality solution delivery to major telecoms providers such as BT and Virgin Media. Emtelle will continue to grow and innovate in the UK, however the business has pursued an aggressive international M&A and direct investment programme which is now well established and making significant in-roads in global markets.

The unique combination of solving customer challenges through innovation and then delivering against those newly created solutions has proved to be a potent, high-margin business for Emtelle. Emtelle's solution offering is diverse, covering multiple market segments and sectors. It is best known as the global leader in blown fibre and ducted network solutions but is also highly successful in sectors including drainage, power and ITS for the highway and rail sectors. Emtelle's manufacturing knowledge, track record, international capability and industry awards place them in an exceptional position to capitalise on the continuing digital trend.

In 2022, Emtelle invested in its first factory in the US and is putting the finishing touches to this 300,000-square-foot manufacturing site in Fletcher, North Carolina, from where it plans to significantly build its position across North America.

In 2023, Emtelle signed an agreement to build and establish one of the world's largest factories for the manufacture of fibre optic ducting and pre-connectorised solutions in Abu Dhabi. Investing around \$50m, the agreement is build-to-suit, in partnership with Khalifa Economic Zones Abu Dhabi – KEZAD Group. This should allow Emtelle to boost its presence in key markets including the UAE, Egypt, Jordan, Morocco, Iraq, and Oman, as well as the Philippines, Thailand, Indonesia, Australia and New Zealand.

Emtelle's core values:

- Excellence
- Innovation
- Empowerment
- Teamwork
- Integrity
- Respect

For more information, please visit Emtelle's website: <http://www.emtelle.com>.





Position Title:	New Product Sales & Research Manager (NPS&R Manager)
Reports to:	Solutions Director
Location:	DE, Middle East, USA, Scandinavia or UK

The NPS&R Manager will work at Regional and Global level to sell the latest products and solutions developed by Emtelle. The candidate should have the ability to speak with confidence to clients about the products' features and benefits, explain how they work, how they would fit into the customers required application, and explain any savings that the solution offers.

As well as having face-to-face meetings with customers, the NPS&R Manager needs to work on cost modeling, make presentations and also technically support the clients with the initial use of the Emtelle New Products and Solutions to ensure that all field trials are successful and that continued business is sustained. The NPS&R Manager shall then work with the local Sales Managers to ensure pricing is submitted then once continued business is set in place, hand over the account.

The NPS&R Sales Manager shall work on more than one project at a time in this role and this may be in for than one geographical location.

As part of a team that sells solutions and designs new solutions, the NPS&R Manager's role will also include giving feedback and ideas from customer and site visits to generate new ideas that can be developed by the Design & Support team who shall work in parallel in the same department.

Role Priorities

- Sell the Emtelle range of products to clients growing sales of the new ranges
- Show the Emtelle Solutions at a Technical level showing the Features & Benefits
- Generate Presentations and scenarios to show the full potential of Emtelle solutions
- Supporting clients with choices and ensuring they are happy with the Emtelle customer experience
- Feedback any small changes that the customer needs to help continually develop Emtelle's existing solutions
- Provide feedback and ideas to Emtelle on new solutions that could be developed

Duties & Responsibilities

- Responsible for meeting sales targets
- Possessing expert knowledge on the Emtelle Products range
- Work with the Sales team to gain access to the right people within a new and existing customer base



- In customer meetings, quickly determine what the customer needs by listening, then changing the direction of a sales presentation to best suit their needs
- Quickly determine how a solution should be sold to a client
- Build relationships with clients, not only at procurement level, but at a technical level too
- Work with Industry partners within the Fibre Optic Industry to help grow sales & company reputation
- Product design and development in conjunction with customers, suppliers and sales personnel
- Feed back ideas for new products to the design & support team so that Emtelle can bring these to market
- Ensure that products offered are compliant with customer standards
- Technical Sales: costing including technical feasibility, quality requirements, tolerances, capacity, tooling planning & estimates, production time, material estimates and nurturing customer relationships
- Advising Regional Sales Managers of appropriate selling prices rather than just selling at a known margin
- Help educate the existing sales team on the new products and solutions so they can better serve their customers when showing the latest technologies.





The ideal candidate should possess hands-on experience with the use of Ducts, Microducts, Manholes, Optical Fibre Microcables & Cables, Hardened Drop Cables, Pre-connectorised Microcables and Pre-fibred Microducts, Fibre Splice Closures and Connectivity. Hands on experience in extrusion and plastics material knowledge are also highly desirable, alongside a familiarity with Emtelle's product range.

Qualifications, Skills & Experience:

- 5+ years' relevant experience in a technical sales role
- 5+ years' experience applying project-handling experience
- Demonstrable experience in the telecoms, datacoms, datacentre industry
- Demonstrable ability to effectively manage a simultaneous range of diverse activities
- A practical and level-headed individual with technical ability/aptitude
- Someone who relies on ability and judgment to plan and accomplish goals
- Demonstrable ability to effectively manage a simultaneous range of diverse activities
- Be a self-starter with good motivational and inter-personal skills
- Demonstrable experience working closely with customers
- Familiarity with product management techniques
- Highly self-motivated, disciplined and organised
- Strong communication skills in written and spoken English as well as local language, alongside the ability to influence at all levels
- Excellent written and oral communication skills; must have the ability to communicate effectively and project a professional image when giving and taking information in writing and in person
- Computer literacy in MS Office Products
- Strong problem-solving skills
- A wide degree of latitude is provided and the ability to operate under own initiative and creativity is expected
- Full Driving license is required

There may be some travel around the world supporting the other Emtelle locations and clients.



A highly attractive financial package is available to the successful individual and will be commensurate with the background and experience required for the role. See details below:

For more information please contact Ali Shaw or Kirsty Sim at Livingston James.



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The Recruitment Process

Initial interviews will be with our retained advisors at Livingston James.

Subsequent stages will be held with Emtelle and confirmed in due course.

Interviews will be carried out both in person and virtually as required and as is practical.