

 Livingston James



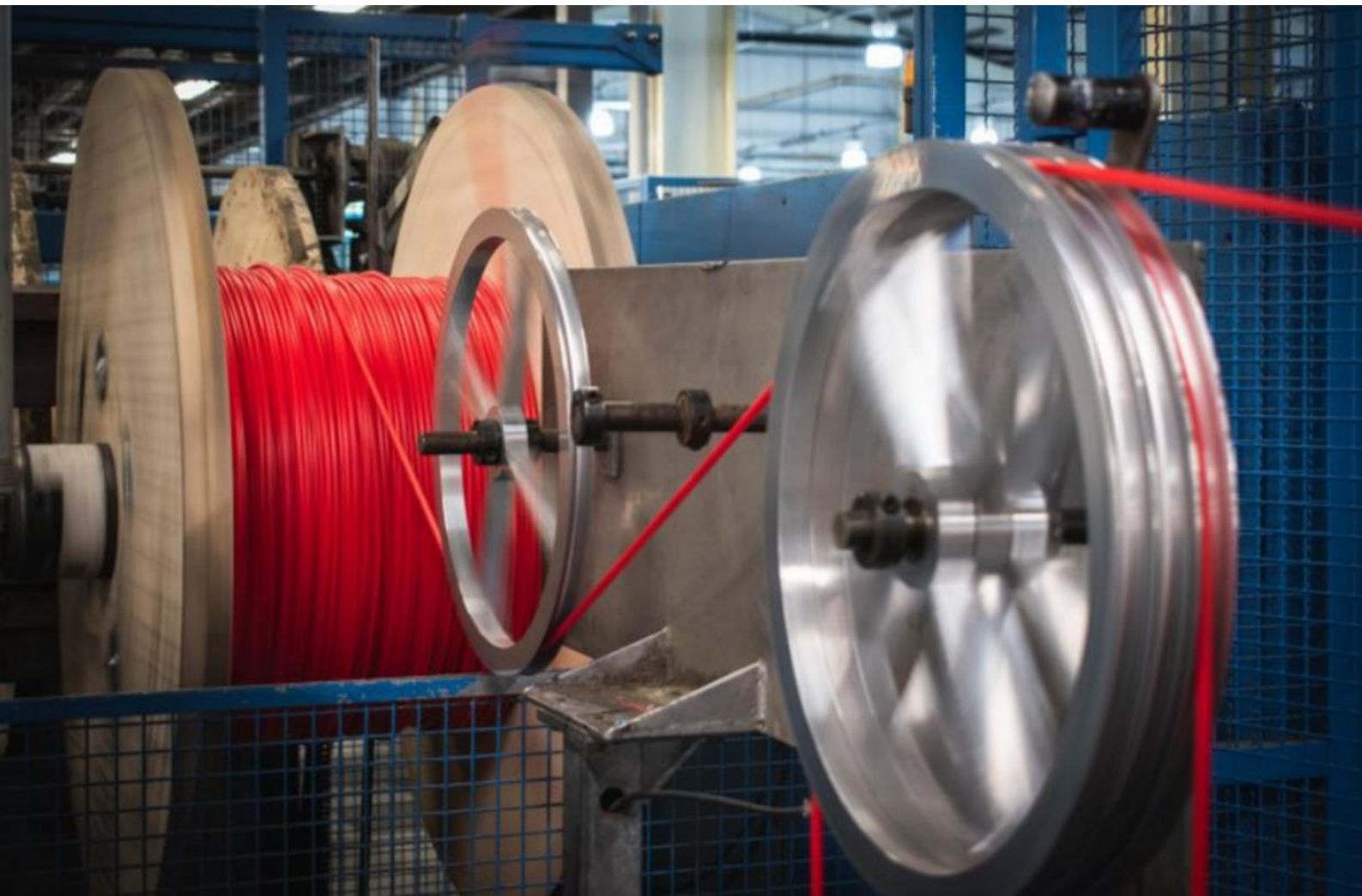
 EMTELLE

POSITION PROFILE

Strategy Director



The Company	3
The Role	4
Preferred Candidate Background.....	6
Remuneration	7
The Recruitment Process	7





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:	Strategy Director
Reports to:	Chief Marketing Officer
Location:	Middle East or Europe

As Emtelle looks to take further market share across the globe, they have restructured their global marketing team.

As part of this new structure, the Strategy Director will be responsible for developing and maintaining a product roadmap which conveys Emtelle's vision relevant to market requirements. The incumbent will create value for Emtelle and its customers with the objective of growing sales and profitability. They will also be responsible for a small team of Product Line/Category Managers that will offer a world class service to the business.

Role Responsibilities:

Culture, Team Development & Team Work:

- Drive change through visible leadership with high levels of integrity
- Direct and control work and resources to ensure key capability is retained and grown across the shift
- Manage change and transition with positivity and resilience
- Understand your team, their different personalities, training needs, talents and capabilities
- Conduct regular team meetings and 1:1 sessions with direct reports
- Identify high potential employees in your team for succession planning purposes
- Bring Emtelle's values to life through showcasing exemplary behaviours and challenging unacceptable responses
- Ensure all actions are ethical and respect is shown at all levels including employees, contractors, supply chain, and customers

Improve Company Performance through Innovation:

- Give the Product Line Managers direction as they work with Sales & Research, as well as the Design Support Team, to develop innovative, full package solutions for both new and existing markets. Oversee pricing strategies for products and solutions
- Identify new offerings for the market including ground-breaking innovation and product features (USPs)
- Develop product strategy by country/region whilst defining roadmap (Country and/or region specific). Develop the financial model by product and ROI
- Maintain product roadmap with in-country teams through strong collaboration with Product Line Managers



- Proactively research customer product requirements, competitor offerings, and any product gaps to determine optimal opportunities for new products with best-expected return on investment
- Ensure industry and market knowledge remains best practice through developing relationships across the industry
- Continual review of Product Design and Development in conjunction with customers, suppliers and sales personnel

General Responsibilities:

- Single point of contact for regional and in-country sales/marketing team on product discussion/requirements/development
- Organise and document brainstorming sessions to conceptualise products
- Prioritise based on agreed criterion
- Coordinate with Sales/Marketing Teams – e.g. timely product launches, customer identification and sell-in strategies
- Develop and review marketing material for effectiveness whilst coordinating with Marketing and Solutions teams
- Budget control (development of budget) and monitoring of new product sales (actual v/s projected – investment objective)
- Shape the future by developing the scope and shape of this role and its influence
- Provide support to external Sales team and customers with product queries
- Work closely with our Global supply partners and production to ensure that we are offering solutions which are custom marketed to our customer's needs, thus positioning Emtelle as the supplier of choice
- Working closely with internal personnel, taking responsibility for the development and integration of materials, methods and tools necessary to introduce new products into the company product portfolio
- Authorisation of customer-facing literature and reports

Safety:

- Promote a world class safety culture – Lead Health, Safety and Environmental Performance by ensuring it is forefront of any solutions developed
- Demonstrate through exemplary behaviours a culture where Health and Safety considerations are both first priority and intrinsic, to you and any visitors, customers or supply chain you are responsible for
- Drive root cause analysis: get to the bottom of any product solutions issues
- Set standards expected and always lead by them
- Ensure that any proposed changes always consider both the human and environmental impact before we commit to the solution



The ideal candidate should be an innovative and pioneering individual with experience in developing and maintaining product roadmaps in a similar sector.

Qualifications, Skills & Experience:

- Subject matter expert with recognised industry experience
- Strong business acumen and commercial awareness
- Ability to lead diverse teams, in different geographies remotely
- Proven experience and capability with the types of products in Emtelle's range
- Intrinsic knowledge of the telecoms and datacomms markets, Knowledge of the Power market would be advantageous
- Bachelor's Degree (or equivalent relevant industry experience) in Electrical and Electronic Engineering (Product, Polymer, Manufacturing or Mechanical Engineering or equivalent experience in a related technical field)
- End to end understanding of Emtelle's process of extrusion
- Ability to work closely with Brand & PR specialist, with prior knowledge and experience of latest trends in this area
- Ability to influence at all levels both from an internal and external perspective
- Thrives on the diversity and challenge of conflicting priorities
- Ability to work closely with diverse customers with individual needs
- Confidence to help influence and drive product life management
- Ability to communicate confidently in both oral and written format (English)
- Proficient IT user

Travel around the world supporting the other Emtelle locations and clients will be required therefore candidates should be willing and able to do so.





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.



Ali Shaw, Director

T: 07915 028310

E: alishaw@livingstonjames.com



Kirsty Sim, Head of Research

T: 07538 799711

E: kirstysim@livingstonjames.com

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.