



<b>Position Title:</b> Strategic Account Manager, Commercial / Industrial Refrigeration	<b>Immediate Supervisor Title:</b> VP Sales and Marketing
<b>Department:</b> Sales	<b>Location:</b> Charlottesville, Va or approved US based field location
FLSA Status: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Grade: 16

On May 19, 2017 Bacharach announced the acquisition of Parasense, making Bacharach a global leader in design, manufacture and service of HVAC-R instrumentation, from refrigerant and energy monitoring instruments and data analytics to combustion and emissions analyzers. Bacharach products make heating, ventilation, air-conditioning and refrigeration (HVAC-R) industries safer, cleaner, and more energy efficient. Operating since 1909, Bacharach leads through Pioneering Solutions for combustion analysis and refrigerant gas leak detection and monitoring.

**Brief Summary of Position Purpose:**

The Strategic Account Manager is responsible for leading the corporate level sales and marketing efforts, including recommending, implementing and coordinating sales and marketing strategies that will improve the company’s competitive position, revenue growth and profitability in business development with strategic corporate accounts. The Strategic Account Manager is the direct interface between Bacharach / Parasense and its target strategic customer’s lead decision makers. The primary focus of the Strategic Account Manager is to identify, acquire and develop target strategic accounts through the coordinated interaction of company resources to drive growth and exceed corporate strategic account revenue and profit objectives.

**Essential Functions:**

- Identify target strategic accounts and create and implement a plan to acquire and develop targeted accounts to drive revenue and profit growth
- Coordinate and provide input and direction to RSM’s, Product Managers, field service and marketing communications teams in developing and implementing regional sales and service plan initiatives, marketing plans, and networking activities to drive demand for Parasense / Bacharach products and services within assigned Strategic Accounts.
- Act as the primary point of contact between Parasense / Bacharach and assigned Strategic Account key personnel and decision makers



- Provide VOC input to product managers on new product development and product improvement initiatives in support of strategic account business development
- Advance planning and coordination with sales and marketing communications teams on Strategic Account marketing communications and training actions and initiatives
- Networking within industry associations and Strategic Accounts key personnel to build a robust network of Parasense / Bacharach champions
- Coordinate with product management on annual product placement and pricing reviews with assigned Strategic Accounts in line with corporate objectives
- Coordinate with customer service manager, operations manager and quality manager to ensure exceptional customer service ratings
- Maintain and communicate strategic account performance and contract requirements
- Provide insight and intelligence to management team on Strategic Accounts strengths, weaknesses, opportunities and threats (SWOT)
- Support Regional Sales Managers in the field to develop Strategic Account performance regionally as required
- Present/Conduct informational company/product presentations
- Actively participate in Strategic Account sales, marketing and operational meetings as required
- Develop membership and relationships with key industry associations
- Provide monthly sales reports as required
- Coordinate and participate in regional industry trade shows, fairs and promotional events
- Manage assigned budget effectively and efficiently
- Ensure compliance with corporate HSE&Q policies
- Other duties as assigned

#### **Education/Training/Certifications:**

- Bachelor's Degree in business or related technical field, MBA preferred

#### **Experience:**

- 10 years related sales and marketing experience
- Knowledge and experience in the gas detection instrumentation industry and / or related data management field
- Knowledge and experience within refrigeration management or HVAC markets, customers and channels
- Experience in negotiation and relationship development with executive level leadership in multinational organizations
- Experience in developing and implementing strategic plans
- Outside field sales experience, international skills a plus
- Experienced cross functional team leadership and motivation skills

#### **Required Skill Sets: (e.g., computer skills, communications, math, etc.)**

- Effective interpersonal and communication skills, both verbal and written



- Ability to work independently as well as within and/or leading a project team
- Ability to work cross functionally and interact effectively with a diverse customer audience
- Strategic thinker with strong planning and organization skills
- Skills to work effectively with Microsoft Office tools including Outlook, Word, Excel and PowerPoint
- Financial and expense management skills
- Effective presentation skills
- Willingness to travel 60-75% as-needed
- High level of honesty and integrity

**Physical Demands: (e.g., lifting, travel, etc.)**

- Position requires concentration, accuracy, and focused mental effort
- Works in normal office environment
- May travel domestically and internationally as business needs require with occasional exposure to plant heat, noise, dust, dirt and fumes

Pursuant to the Americans with Disabilities Act (ADA), reasonable accommodations may be made to enable qualified individuals to perform the essential functions of this job.

AA/EEO/M/F/D/V