

# Job Description

Job Title:	<b>Business Development Rep Central/South America</b>	FLSA Status: N/A
Department:	<b>Sales</b>	Prepared By: Terry Amerine
Reports To:	<b>VP – Sales &amp; Marketing</b>	Approved By: Date: 11.4.19

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## Basic Function

The Business Development Representative for Central and South America will be responsible for identification and development of commercial opportunities in Mexico, Latin, Central and South America. This role requires the ability to conduct market research and analysis as well securing and closing business through direct and indirect sales activities primarily through current and new distributor relationships. The individual in this role is expected to develop well-established and productive relationships at all levels of the target accounts and function as the key communication link and liaison between customers and senior management and all other functional areas at Polymeric.

## Responsibilities

### **1. Working Knowledge of the Print Industry and Polymeric Product Ranges**

The successful candidate will have solid knowledge/understanding and previous experience in the print and coatings segment - preferably in one or all of the following areas:

- Screen print
- Digital printing
- Garment/textile printing
- Industrial coatings

### **2. Identification, Analysis, Prioritization and Development of Commercial Opportunities – Potential Distributors**

The successful candidate will have experience in the identification, analysis, prioritization and development of commercial opportunities especially potential distributors. This will include top-level analysis of commercial print segments, competitive analysis and developing commercial sales strategies to maximize opportunities within existing product ranges in target segments.

### **3. Establish and Maintain Client/Channel Partner Relationships**

A principle responsibility of this position will be establishing, developing and maintaining client and channel partner (distributor) relationships with the goal of growing long-term sales of existing products in targeted segments.

#### **4. Identify, Develop and Secure Sales Primarily Through Channel Partners**

This key responsibility and objective of this position is to secure and grow long-term sales. The successful candidate will be the primary point of contact for channel partners in the specific geographic areas of Mexico, Central, Latin and South America. This position will be expected to assist with training and supporting distributors as needed.

#### **5. Develop and Implement Segment/Client /Channel Strategy**

The successful candidate will be expected to provide key input on the sales and commercial strategy for target segments, customers and channel partners. They will be responsible for the successful implementation of the agreed upon strategy and to advise the executive management team of any needs to revise/adjust strategy as market and business conditions merit.

#### **6. Report on Strategy and Sales**

The candidate will provide a monthly report on all activity in their geographic area of responsibility and provide verbal updates as needed. They will be expected to be the expert on the target segments and commercial activity in their realm of geographic responsibility.

#### **7. Provide Technical Guidance/Analysis to R&D Staff**

The successful candidate will be expected to gather all relevant technical data and communicate that to the R&D team as needed to help provide in-depth details to assist in the timely and efficient development of products and technology.

#### **7. Perform and Provide Market Analysis /Input**

The successful candidate will be responsible for providing the executive management team with in-depth market and competitive analysis of target segments and key geographical areas as specified.

#### **8. Perform Other Duties as Specified and Assigned**

The Successful candidate will be responsible for other duties as need and specified. This will include translating marketing and technical documentation into Spanish. Supporting the development of a Spanish website.

## Reporting Supervisory Responsibilities

This position will not currently have any direct reports but the ideal candidate will have the demonstrated ability/experience in managing a commercial sales/marketing and distributor network on an on-going basis.

## Education

**Bachelors Degree** (Preferred)

## Experience

5 or more years of sales/business development experience  
Prior experience in the commercial print, ink or coating industry preferred  
Candidate Must be Fluent in Spanish  
Ability to Communicate in Portuguese

## Skills

Budgeting	Customer Relations	Planning
Oral Communication Skills	Customer Service	Professionalism
Written Communication Skills	Diplomacy	Project Management
Technical Communication	Math Aptitude	Presentation
	Negotiations	Reading Skills
	Organization	Time Management

## Education/Training

**Degree:** Bachelor's Degree

## Experience

5 years of sales experience  
Prior print or coating experience preferred  
Multi-lingual (preferred) –Spanish,  
Portuguese and English

**Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Language Ability:**

Fluent verbally and written in Spanish and/or Portuguese  
Proficient in English as well

**Math Ability:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.

**Reasoning Ability:**

Ability to define problems, collect data, establish facts, and draw valid conclusions.

**Computer Skills:**

To perform this job successfully, an individual should have knowledge of Microsoft Word, Microsoft Excel, and various Social Media sites.

**Knowledge, Skills and Other Abilities:**

- Ability to communicate in English both verbally and written
- Experience as a project manager or other managerial position
- Thorough understanding of project/program management techniques and methods
- Outstanding leadership and organizational skills along with the ability to problem-solve

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands, reach with hands and arms, and talk or hear. The employee is frequently required to travel and must be able to effectively handle the rigors of an extensive domestic and international travel schedule.

**Work Environment:**

Work environment may include typical office environment.  
Approximately 20-25% international travel may be required