

PARMA, ITALY

CATEGORY MARKETING DIRECTOR

YOUR OPPORTUNITY

Sidel is looking for a visionary but at the same time well-grounded and pragmatic strategic marketing professional with a solid understanding of the FMCG market and specifically the Food, Home and Personal Care (FHPC) categories in the context of a packaging equipment and services supplier.

The FHPC Category Marketing Director will set and drive the category strategy, from one side driving and supporting the FHPC regional sales force and from the other participating proactively to product development agenda (PDP and NPD) for both equipment and services.

KEY RESPONSIBILITIES

- Drive the FHPC part of the 3 years' time horizon strategy cycle (STRAT) and year+1 budget cycles providing strategic direction, analytical support and regional/central coordination to the FHPC leadership
- Understand and analyse FHPC product segmentation, global & regional consumer trends, incl. sustainability. Master both analytical and qualitative information
- Drive the FHPC equipment and services portfolio agenda
- Focus on FHPC customers: understand Key Accounts, customer segmentation, customer types, KBF, VOC, VOS
- Drive sales force in term of where to sell (region, segment, accounts, application) and what to sell (service/product)
- Train the sales force re 'How to sell' (FHPC/customer segment specific value selling)
- Support the sales force with specific sales support tools as well with customer facing activities. Specific focus on FHPC Key accounts.
- Drive/attend/prepare/present in FHPC specific key conferences and customer events
- Drive the FHPC communication agenda
- Provide FHPC inputs to equipment & service PDP (Product Development Planning process)
- Articulate NPD (New Product Development) business cases (volume, price), participate to NPD toll gates review and product launch; owns value pricing
- Define product requirements through VOC (Voice of Customer) & VOS (Voice of Sales)
- Identify, validate & 'nurture' 'other materials' to PET/Glass/Cans conversion opportunities
- Identify & validate & 'nurture' new market opportunities and consider related NPD, partnerships, M&A
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PROFILE

Education

Master Degree or equivalent, Scientific or Technical
Business/Marketing specialization
Further education or qualifications an advantage

Required skills:

- Results oriented, global mind-set
- 5-10 years' experience in marketing & sales: strategy, product management, BD.
- Min. 5 years in the FMCG industry and specifically in the FHPC category
- Proven experience in designing (analysis/synthesis) and executing strategic projects
- Proven experience in driving projects in a functionalized company in matrix context
- Communication & influencing skills
- Languages: English, other languages welcome

CONTACT

If you are interested in our proposal, please send your CV/resume with cover letter to:

Recruitment.italy@sidel.com

*Performance
through
Understanding*

