

## SENIOR SALES MANAGER

Part-time

Cambridge, UK

Testing pH is the number one chemical measurement taken in most water related industries. At ANB Sensors, a UK-based startup, we have developed two innovative pH measurement technologies. Our smart, affordable and self-calibrating sensors are set to disrupt existing markets and create entirely new ones. After years of product development, we are now ready to commercialise our technology, first in the oceanographic and underwater vehicle market. Already now, without investing in marketing, we receive many commercial requests from other markets, both for purchasing and for licensing our technology.

We are looking for an experienced commercial person with a strong background in technical sales to lead ANB Sensors through this first, critical phase of commercialisation.

Initially, we are looking for someone to join us part time with the option to convert to a full-time position.

### Responsibilities

- Development and implementation of the marketing and sales strategy including pricing
- Management of existing potential customers accounts to maximise the value of the relationships
- Prospecting and developing new customers in oceanographic and underwater vehicle market
- Management of new accounts, focussing on price negotiation, logistics, project management and aftersales
- Customer visits to support the customer needs and requirements
- Market surveying and reporting of the latest developments within the market, with a specific focus on competitor actions and strategies
- Representation of the company during industrial exhibitions and conferences

## SKILLS AND EXPERIENCE

### Essential Experience

- At least ten years' experience in sales of technical products, preferably in the field of chemical sensors/water industry
- Business, marketing or science/engineering degree
- High level of organization with the capability to work independently and with minimal guidance
- Excellent communication skills required with a focus on customer interaction and sales
- Strong motivation and results oriented focus
- Highly familiar with standard sales strategies, processes and procedures
- Strong customer relations and interpersonal skills

### Desirable Experience

- Experience and/or understanding of different commercial models
- Understanding of the international water sensors market
- Recent experience both in business strategy development, and in the introduction of new products into new markets.
- Experience in product/system integration on underwater vehicles
- Personal experience of winning new business
- Demonstrable track record of meeting business capture and/or sales targets as a business capture or sales leader
- Proven ability to develop market strategies that create opportunities, including product development / market pricing
- Previous BD and strategy experience

## Personal Attributes

- Ability to establish and nurture customer trust
- Creative, energetic and entrepreneurial approach, in-line with a startup environment
- Commercial awareness including intuitive risk and opportunity assessment - able to manage and work within agreed customer and business budgets
- Proactive team member and team leader who can motivate and lead by example
- Skilled at working effectively across teams, both internally and externally
- A strong and clear communicator. Confident working with technical and non-technical audiences with a variety of stakeholders at different levels of seniority and knowledge
- Outstanding problem solving, time management, decision making & people influencing skills
- Dedication, flexibility and the readiness for frequent travelling
- In order to realise the full potential of the exciting role, the successful candidate will need to be prepared for significant international travel.

## What we offer

- An opportunity to drive significant change in the water quality sensor market
- Participate in the growth of a startup that has the potential to grow substantially in multiple markets
- Competitive compensation

**To apply, please send a brief introduction and your CV via email to [recruitment@anbsensors.com](mailto:recruitment@anbsensors.com).**

## Contact

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