

## **European Sales Manager – Cambridge; UK.**

Founded in 1985, Fluenta is a global leader in the use of ultrasonic sensing technology for the measurement of flare gas primarily for the oil & gas market. The business manufactures products at a facility in Poland and has several offices including Cambridge UK, Dubai, Houston, and Kuala Lumpur, as well as numerous distributors and agents across the globe.

### **The Role & Responsibilities**

Fluenta is looking to bolster its growing business by recruiting a European Sales Manager to sell its range of Ultrasonic Flare Gas Meters. Reporting to the Sales Director, Kevin Spiess, you will be based from Fluenta's UK office near St Neots in Cambridgeshire. The European Sales Manager will be expected to:

- Create a business plan for the European sales strategy alongside the sales director
- Evaluate the existing sales channels and recommend change and improvements using direct and indirect sales outlets
- Develop relationships with end users, system integrators, engineering companies & EPC's throughout the territory
- Form relationships with global key accounts located within the territory
- Focus on business development to boost sales globally for export projects outside of the region
- Work with the marketing director on a marketing plan for Europe, focussing on key exhibitions, seminars, trade magazines & e-content
- Review the CRM system data held for Europe and work to improve and validate the data held within it (SFDC)

### **The Ideal Candidate Requirements**

- Engineering degree (desirable)
- +3 years' experience in a previous external sales management role
- Professional sales training (desirable)
- Knowledge of Salesforce CRM (desirable)
- Knowledge of business development work with focus on the North Sea area
- Oil & gas experience
- Proven sales success in a similar field within the instrumentation / metering arena
- EPC sales experience