



Regional Sales Manager

The Company

Fluenta Asia Pacific is a subsidiary of Fluenta AS, owned by Vista Holding Group which is a Norwegian based privately owned Group.

The Group is driven by Technology and Innovation rather than just profit and this is reflected in most of the organisations that make up the group and the 4,500 employees within them.

The principal business activity within the Vista Holding Group concerns kindergartens in Norway, however, the Group consists of numerous other ventures including a hotel chain, a Viking ship reproduction company as well breakthrough technology businesses including a enzyme development organisation, a med-tech company (involved in innovative heart pumps) as well as Fluenta which uses ultrasonic sensing technology to measure flare gas in the oil and gas industry.

➤ Fluenta AS

Founded in 1985, Fluenta is a global leader in the use of ultrasonic sensing technology for the measurement of flare gas primarily for the offshore oil & gas market. With a turnover of circa USD\$10 million, Fluenta provides dedicated and customised solutions to flare gas measurement requirements in this increasingly regulated field.

The business manufactures products out of a facility in Poland and has several sales offices in key oil & gas locations including the UK, Dubai, Houston and Kuala Lumpur, as well as numerous distributors and agents across the globe.

Fluenta's meters have the capability to operate at temperatures ranging from -200 degrees centigrade to +350 degrees centigrade.

➤ Fluenta Asia Pacific Sdn Bhd

Fluenta has had representatives in the Asia Pacific region for more than 20 years. Originally via direct sales and latterly through a distributor, the company has recently purchased its Kuala Lumpur based distributor and set up its own operation in a new office located in the same city. Having a permanent local presence in the region offers significantly more sales opportunities

This change has given rise to an opportunity for a sales role to pursuit business opportunities in Asia Pacific region, manage channel partners and expand existing product footprints as part of this global team. The role will suit an ambitious and proactive individual who is keen to progress from a similar role to one that offers more autonomy and the ability to be able to develop professionally in business development portfolio.

For further information on the business, please visit www.fluenta.com

The Role & Responsibilities

Reporting to APAC Sales Director, also located in the Kuala Lumpur Office, the main aim of the role is to build Fluenta business in Asia Pacific region. This will include working on the RFQ, business development activity, sales discussion, customer visit and hit business target for the region. The role is an integral part of the overall sales process and interfaces with all parts of the organisation.

As the company is relatively small, working teams are very nimble and decision trees are short. This makes for a very entrepreneur environment and all company members are encouraged to work on process improvements and develop strong cross functional relationships. The office in Kuala Lumpur currently consists of a team on 8, covering all regional sales activities and providing on site-installation, calibration and serving.

Frequent travel will be required to other company offices and to customer sites within Asia Pacific, which is expected to be more than 60% of working time.

Key responsibilities will include:

- Building professional relations with customers to constantly improve sales score and performance
- Developing products and service strategy with support of Global Service Manager and Director of Sales
- Provide well-functioning cooperation with VARs and Agents
- Perform exhibitions and related events to ensure better sales opportunity and customer knowledge
- Handle clarifications for Value Added Resellers and Agents whilst supporting them with adequate materials required to support the sales function
- Manage and update, own sales records in CRM system when required to ensure the quality of information for internal use
- Provide a Regional Sales Report on a monthly basis for the Sales Director including a pipeline forecast, business development news, competition information and key wins and losses.
- Coordinate with other staff order processing, FATs, spares, service and training requirements that form part of a systems order
- Perform all additional, agreed tasks at highest quality level
- Comply with internal regulations and procedures

The Ideal Candidate

The following experience and character traits are important in this role:

- Education: Master's or Bachelor's degree in Business/Marketing, Electrical/Mechanical/Process Engineering or related field
- Skills: capability of thinking operationally and strategically strong commercial orientation and communication skills, strong ability to understand and communicate technical information correctly, fluent in Microsoft applications
- Experience: at least 7 years of relevant management experience within sales and marketing in a business-to-business context, preferably within the Oil and Gas industry, relevant management experience in international environment

- Personal skills: well organized with self-management skills, responsible with a strong can-do attitude, solution-oriented, communicative with very good negotiations skills, good interpersonal and customer service skills
- Languages: good command of English in speaking and writing, other languages are beneficial