ANNEX: SCOPE OF DUTIES

Position Profile:
Account Manager, Food & Nutrition

Key objectives:

Responsible for generating sales revenue and profitable margins in the Food & Nutrition market segment.

To assist the Sales Manager in identifying and formulating key account plans leading to the successful implementation and delivery of annual business Key Performance Indicators for IMCD.

To assist the Sales Manager in identifying potential Principals who are able to supply products which complement the current product portfolio so that IMCD continues to remain relevant in the Food & Nutrition sector.

Main tasks and responsibilities:

- Required to build up the Food & Nutrition business within IMCD Singapore in terms of both sales and gross margins. Will have a high degree of independence and work with minimum supervision.

- Will be required to assist the Sales Manager in drawing up account plans for identified key accounts to maintain and grow the business, and when required, to formulate and implement marketing strategies for specific product lines. This could involve the capability to identify trends in the industry, market and the application technology.

- Continuously strive to achieve outstanding customer service, balancing these needs, ultimately leading to customer retention, with minimum sales and service cost required to achieve these goals.

- Excellent understanding of end customers’ applications, and be able to translate product features to benefit the customers, whether in terms of technical solution, cost savings or both.

- Work closely with the Principals and their technical staff to proactively innovate and respond to market needs, implement improvement plans and solve problems. A key success factor of this job would be inter-personal skills and relationship building – both internally and externally.

- Develop strong working relationships and network with senior personnel in key customers’ organizations as well as with Principals’ organizations. These relationships are of utmost importance to developing sales, the image of the company and the organization’s overall level of industry knowledge. Aim to achieve outstanding customer service performance as measured by monthly customer/business performance metrics. Proactively building long term profitable relationships with key customers and Principals as measured by annual reviews.

- Excellent knowledge of the factors influencing and trends in the relevant market segments, membership and attendance at industry meetings/trade shows and relationships with key customers and Principals are considered essential for the formation of policies that establishes and maintains the company’s competitive advantage.

- Other key elements of the job are the day to day organization and management of product portfolios. This would include pricing, stock management, forecasting and ensuring high levels of customer service and performance against agreed targets of gross margins and stock management

- Ability to set and adhere to cost budgets are required. Must be proactive in debtor management by ensuring timely payment of invoices by customers to achieve agreed credit days targets.

- Strong technical understanding of the products, their features and benefits in the various applications within the relevant industries. As such successful input and management of technical development programs that result in regular and new applications/product introductions targeted at defined, quantified and profitable end use segments is considered a critical success factor of the job.

IMCD is the world’s largest specialty ingredients distributor and regionally we represent such industry leaders like, FMC, Cargill, Chr. Hansen, DOW, Sanovo, CPKelco, Avebe, Kerry, Butterbuds, DSM, etc.

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