

Job Vacancy: Sales Director

About us:

Our team members are passionate, driven and up for a challenge. If you have ambition to make a difference, then please read on.

Advanced is committed to creating a safer, sustainable future by developing fire safety solutions that offer excellent performance, quality and ease of use.

Our versatile products are designed and manufactured in the UK to the highest standards and trusted to protect people and property in over 80 countries.

Established in 1999, we are part of Halma plc, a global group of life-saving technology companies with a clear purpose to grow a safer, cleaner, healthier future for everyone, every day.

We have strong sales and brand presence in the UK and Ireland, which we aim to protect and advance, as well as ambitious plans to grow our international success in target regions, working with new and existing partners.

To support these goals, we are recruiting a new Sales Director: an experienced sales professional who can elevate Advanced's sales growth to the next level.

The opportunity:

As Sales Director you will be a key member of our executive board and will report directly to the Managing Director. As part of the leadership team, you will inspire and shape the long-term vision of our rapidly growing organisation. You will provide leadership across the company to drive growth, market diversification, and the transformation of digital offerings. You will oversee the regional sales teams in the UK, Europe, the Middle East, and Southeast Asia, as well as manage a Technical and Customer Service team that supports our customers and channel partners (including distributors, OEMs, and system integrators).

Company and Location: Advanced Electronics Limited, Balliol Business Park, Newcastle-upon-Tyne, UK. The preferred location for the role is the UK, other locations in Europe/Middle East will be considered.

In this role you will:

- Inspire and shape the long-term vision of our rapidly growing organisation.
- Lead our global sales activities by advancing in our primary market, the UK&I, while also accelerating growth in both existing and new international markets.
- Enhance the Advanced sales approach by creating a global strategy that blends growth

from new business models and digital opportunities with our core markets.

- Lead an experienced, geographically dispersed team to secure new opportunities, boost regional sales, and achieve profit and margin targets in line with business objectives.
- Enhance the current distribution strategy, increasing sales through distribution partners to propel the business forward.
- Explore diverse market channel strategies to maximize efficiency and effectiveness in reaching both existing and target markets with our core and adjacent offerings.
- Work closely with other directors, sister fire companies, and business stakeholders to enhance and drive a unified strategy for business growth.
- Develop and lead cadence of forecasting and sales pipeline management.
- Enhance key company processes to align sales, marketing, product management, operations, and supply chain with profitable customer objectives.
- Create and implement a growth roadmap that includes sales strategies related to our core product offerings for existing customers and our main markets.
- Implement strategies for sales and customer/distributor retention and development, along with effective execution of these plans.

What you will bring:

- A degree in Business or a Technical/Engineering discipline is preferred.
- Experience in product and systems sales, sales leadership, and the development of sales strategies, targets, and forecasts.
- Proven success in entering new international markets is essential.
- Experience with B2B and/or B2B2B sales in an engineering-oriented manufacturing organisation.
- Experience in the safety or fire safety industry is preferred.
- Willingness to travel domestically and internationally as needed.

We are seeking builders—people who view problems as opportunities and bring their authentic selves to Advanced.

Job location:

The Bridges, Balliol Business Park, Newcastle Upon Tyne NE12 8EW

To Apply

If you are excited by the challenge of helping to drive our company through its next growth phase, we would love to hear from you! Please head to Workday to apply for the role here:

https://halma.wd3.myworkdayjobs.com/en-US/Halma/job/Newcastle/Sales-Director_JR24_000823?hiringCompany=75705bdd576d10010b948371c5560000