

## Key Account Manager (Adhesives) - BTRS & RV

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Company: H.B. Fuller

Location: France

Category: other-general

As the largest pureplay adhesives company in the world, H.B. Fuller's (NYSE: FUL) innovative, functional coatings, adhesives and sealants enhance the quality, safety and performance of products people use every day. Founded in 1887, with 2023 revenue of \$3.5 billion, our mission to Connect What Matters is brought to life by more than 7,000 global team members who collaborate with customers across more than 30 market segments in over 140 countries to develop highly specified solutions that enable customers to bring world-changing innovations to their end markets.

**Location** France, Virtual

**Industry Focus** Engineering Adhesives sub-segment, BTRS & RV

(BTRS = Bus, Truck, Rail, Special Vehicles, Trailer, Marine, Rescue cars, military vehicles, Agricultural, Heavy Machinery

RV = Recreational vehicles)

In this exciting role, you will grow and retain H.B. Fuller's market share and customer base in our BTRS & RV market segment, while achieving profit sales targets. You will communicate and influence at all levels, be technically competent and independently manage customer demonstrations and technical problem-solving.

### **Primary Responsibilities:**

Manage international customers, direct and trade partners in the segment

Drive sales strategy, goal adherence, and margin maintenance

Develop pricing strategies and negotiate contracts

Expand market share and onboard new customers and dealers

Maintain sales with distributors, handling complaints and payments

Collaborate with internal departments for issue resolution

Identify new customers and negotiate price increases

Provide technical consulting and support for customer projects

Introduce new products/applications via technical support and trials

Create presentations and conduct training sessions

Analyze market trends, identify innovations, and act as the Voice of the Customer

Assist in brochure and documentation creation with Marketing

Coordinate projects between customers and specialized departments

Participate in trade shows, establish networks, and identify cross-selling opportunities

Collaborate with machinery manufacturers, universities, and colleges for innovative projects

**Minimum Requirements:**

Technical or Business Administration degree

Experienced in complex product sales, challenging negotiations

Knowledge in BTRS & RV industry

Strong technical understanding and resilience

Independent, goal-oriented, and team player

Willingness to travel within France and occasionally in Europe

Proficient in MS Office, SAP, CRM

Min. B2 French and English (additional languages advantageous)

Strong communication skills, adept at decision-making, and an ability to work effectively in a team.

Apply now and use this fantastic career opportunity to help spearhead our sales strategy and growth in 2024 and beyond!

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#### Cross References and Citations:

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