

Job profile for a Business Area Manager USA.

The Fraunhofer Heinrich Hertz Institute (HHI) is a leading international research institute in the areas of telecommunication and key applications for multimedia. Innovations for the digital future – in the area of modern communication systems as well as digital media and service use – are in the center of the research and development work of the Heinrich Hertz Institute.

One of the strategic markets is the US. Here the HHI's profile must be improved, key accounts established and project orders generated. One field in which the HHI has already been successful is medical technology. The other fields of competence of the HHI should also be supported in their positioning in the US market.

Responsible task implementation in the areas of account management and project acquisition:

- Building up and support of the business area "Medical Technology"
- Support of the development of additional business areas
- Developing and realizing strategic concepts (e.g. opening up new target groups, marketing approaches)
- Building up and maintenance of key accounts (industry, public bodies)
- Processing and tracking of offers and contracts
- Collaboration in creating marketing tools (e.g. Flyers, websites etc.)
- Collaboration in strategic projects
- Strategic conception and carrying out customer oriented measures
 - Trade fairs
 - Workshops/ talks
 - Processing visits to customers
- Building up and maintenance of partner relationships (especially to universities, associations and public bodies) and representing the institute in the appropriate committees.
- Collaboration in producing documentation and technical papers

The following are pre-requisites for the position:

A degree in the area of business management or global business development (with a high affinity for technology) or engineering science (with a high affinity for marketing) as well as at least 2 or 3 years practical experience in the fields of work mentioned.

- Provable success in generating new clients with a focus on the Information and Telecommunications industry
- Provable success in developing and maintaining new areas of business
- Experience in the business of medical technology
- Negotiation experience and experience in project management after a contract has been signed
- Provable success in the development and realization of sales concepts
- Very good oral and written communication skills (german language skills would be an additional advantage)
- Operational readiness, independent and creative work, mobility, teamwork, flexibility and assertiveness
- Proof of experience with publications is desirable (scientific journals)

The post is limited to two years; we however aim to extend it if the duties are carried out successfully.

Contact:

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