

# Business Development Manager

As a Business Development Manager, you are responsible for developing new business beyond our traditional automotive market within Europe and internationally. You make a direct contribution to AWL's strategic growth by identifying new markets, developing segment strategies, and achieving intake targets.

You will open doors in broader industries such as heavy equipment, rolling stock, and related sectors, positioning AWL with organisations that may not yet know us. You will work closely with Proposal/Sales Engineering, Account Managers, Marketing, and R&D to establish a robust business development roadmap. Insights from market and competitor research are translated into concrete advice for management.

You operate from Europe but, given AWL's global reach, you will also maintain close contact with colleagues in North America and Asia. Once initial projects are successfully underway, client management is handed over to an Account Manager, allowing you to focus on your strength: generating new business.

## **What you will do:**

- Actively build a sustainable and well-filled sales funnel by identifying, approaching, and qualifying prospects.
- Conduct exploratory discussions at a strategic level and open doors within international DMUs.
- Proactively approach new clients and uncover market opportunities through targeted campaigns and research on market trends and competitors.
- Lead the sales of robotic automation projects, including preparing a winning proposition.
- Determine the market approach, including intake targets, pricing strategy, segment plans, and forecasting.
- Represent AWL at relevant conferences, trade shows, and industry events.
- Monitor pipeline progress from enquiry to order and coordinate with colleagues.
- Plan on-site visits and oversee pipeline progress from enquiry to contract.