



### **Executive Summary**

In this new position as BDI International Accounts Manager you will be responsible for developing BDI's relationships with our existing international partners to drive sales, profits and market share. In addition, you will identify potential opportunities in other countries and develop additional accounts to strengthen BDI's global brand presence.

### **Job Duties and Responsibilities**

Primary responsibilities of this position are to:

Increase business with existing accounts

- Meet regularly with top executives at our existing international partners and strategize with them to increase BDI's presence in their market
- Develop specific annual account plans based on short-, mid- and long-range plans of the account, to be included in BDI's budget.
- Ensure proper training of appropriate personnel in the features and benefits of BDI's products
- Develop appropriate marketing materials for presentation of BDI in local market
- Coordinate logistics and shipping with BDI Operations

Identify additional markets in Europe and the Far East for expansion of our international business

- Represent BDI at international trade shows
- Increase market share through market research to support identification and penetration of additional key markets and appropriate distribution partners

Communicate product needs to/from the international market

- Keep partners informed about upcoming product launches.
- Support the merchandising of our products with appropriate marketing materials
- Provide regular feedback to BDI Product Development on potential products to fit needs in the international markets

### **Experiences**

- 7+ years of sales experience in consumer products, working through distributor partners. Consumer electronics industry experience a plus.
- Minimum 5 years of international sales experience working through distributors in Europe and/or the Far East.
- Strong computer skills and proficient in MS Office.
- Proven track record for delivering strong, consistent sales results and meeting or exceeding performance objectives
- Professional demeanor with strong written and verbal communication skills. Second language a plus.
- Good presentation and negotiation skills



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## International Accounts Manager

### Attributes

- Concise, accurate, effective communication skills – able to express and defend a point of view, push for a decision and present facts in a convincing way. Excellent written skills.
- Strong aptitude for developing customer-specific tactical plans
- Ability to work independently and make decisions, while maintaining good communications with the rest of the team
- Disciplined and very organized
- Computer proficiency (MS Office).
- Detail focused; someone who “sweats the details” and always strives to improve.

### What’s Attractive To the Right Person?

- We’re the design leader in an interesting, high growth industry.
- Your highly visible role is essential to our growth and future success. You will work closely with top management to grow the business internationally.
- Dealers and consumers love our exciting, leading edge products. Critics rave about our design and execution.
- We have a collegial, friendly, professional work environment. It’s a small company where you will know everyone, but you work in a global market.
- You can have a big impact interfacing on behalf of BDI with our most important customers.

### To Apply

To apply, please send resume and salary history to: [HR@bdiusa.com](mailto:HR@bdiusa.com)