



BRUCHA – Job Posting – Regional Account Manager

February 2020

Company Background

Since 1948, BRUCHA has been a market-leading European producer of construction materials to build cold storage facilities, industrial plants and warehouses, and commercial/municipal buildings to satisfy the broad array of structural, energy efficiency and architectural requirements. Headquartered in Austria, BRUCHA quickly expanded into other European countries, always focused on a steady and strategic growth of its business. That's where you come in to play in the US.

The basic construction elements in a BRUCHA project typically involve insulated metal panels ("IMPs") and doors. BRUCHA is well known in Europe for having a broad and very innovative portfolio of IMP products – wall, roof, and exterior facade components for building envelopes that are energy efficient, price competitive, and easy to install.

After many years of project work around the world, BRUCHA has just established a subsidiary in the US in early 2018. We are very excited and motivated to bring the right people on board, like you, to build the US arm into a competitive market player in the American cold storage, commercial and industrial (C&I) and architectural panel market segments.

Website – www.brucha.com

Detailed Position and Candidate Description - US BRUCHA Corp. Regional Account Manager

The Position

BRUCHA is looking for an experienced commercial sales manager with product and application knowledge in the cold storage, commercial construction/building envelope, engineered steel buildings, or related metal panel products areas. This is an opportunity for a high level of professional growth, setting the stage for a corresponding and significant degree of US market expansion and penetration.

Therefore, a strongly independent, entrepreneurial spirit will be essential in this leadership and sales development role. Someone who is capable of acquiring new accounts, building a sustainable customer base, who is eager to help build a US subsidiary from the ground up, willing and able to get his or her hands dirty in the beginning years, and has the necessary skill-sets to build up a successful and thriving US sales team.

Some of the key elements that the ideal candidate might possess include:

- A successful track record selling to architects, design-build firms, GCs, erectors, installation contractors and/or building product supply dealers-- and comfort in effectively navigating within these fields to expand contacts.
- Existing related trade relationships and a strong network in the cold storage and/or C&I building industry that could be leveraged for opportunity and early success.



- A working knowledge of structural building methods for commercial (ie, non-residential) construction – exterior and partition walls, ceilings, roofs and related facets – and experience working with client drawings, building details and specifications to generate quotations.
- An appreciation of project management, having the ability to champion processes from initial sales development and project identification, through product recommendation, design, quotation, approvals, and contractor support -- to assure successful building execution for the client and further the positive image of Brucha Corp as an expert partner.
- Knowledge and experience with IMPs, related metal panel products (MCMs, ACMs, metal roofing, etc.), or similar/affiliated building material products.
- Other skills and experiences that the candidate can present as a positive value to the growth and development of the US Brucha business.

This position is home office-based, with an expectation of greater than 50% travel, commensurate with anticipated project/client developments.

Core Position Responsibilities and Expectations

- The Sales Development Manager will work closely with the US VP, Business Development, local Marketing and Administrative personnel and, from time-to-time, support resources from Austria headquarters where content knowledge may be required.
- Be responsible for developing regional sales strategies to capture targeted new clients/projects and forecasts to support business and resource planning.
- Achieve early sales success by leveraging contacts, client relationships and skills brought to the role. Meet ongoing sales objectives developed in-concert with the VP, Business Development and the Group's longer-term business plans.
- Function as the first contact person with customers and the link between client/market activity and management. Keeps the VP, Business Development informed of any business-critical information regarding customers, projects, orders, competitive activity, etc.
- Develop the loyalty of customers and consolidate them into long-lasting partnerships that yield priority positioning and insight for new opportunities and ensure repeat business.
- Contribute to drafting/editing content for effective sales presentations of BRUCHA's products to prospects and customers
- Perform presentations and effectively coordinate detailed meetings with customers when necessary
- Manage personal travel, expenses, and all job-related administrative activities in an effective, economical and sensible way.
- Participate and represent BRUCHA in trade fairs, sales meetings, and customer trainings
- Constantly stays informed about technical product changes in the market and about new products that come through BRUCHA's R&D and manufacturing teams
- In the mid-term, will help build, support, and lead, where necessary, a successful sales team in the US



Qualifications

- Education Minimum Requirements – BA or BS in a recognized field.
- Work Minimum Requirements – Greater than 10 years of field sales in the described construction/building products areas, or a related customer-facing or construction project management role that could assure similar success.
- Excellent negotiation, communication, and organizational skills – ability to persuade in verbal and written form and effectively manage all facets of the selling process and customer relationships.
- Proven track record of being able to simultaneously juggle numerous opportunities, manage a heavy, changing project workload, and meet critical deadlines
- Proficient skills in standard Microsoft computer programs and quantitative/math skills to complete quotations, convert units of measure and build forecasts.

We offer the Following Employment Benefits:

- Stable family business with 70 years of experience in cold storage construction
- Long-term and secure employment in a private company
- Competitive salary and benefits package
- High-level training at BRUCHA's corporate HQ in Austria
- Open door policy with permanent and straightforward support from management
- Very interesting workplace with high potential for leadership responsibility
- From the outset, a starting place on the growing staff of the new BRUCHA-US subsidiary