

Head of Business Development

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Company: NPSG Global

Location: United Kingdom

Category: other-general

Job Title:Head of Business Development Europe

Report Line: Chief Commercial Officer

Department: Sales and Marketing

Role Summary

The Head of Business Development Europe (HBD), is responsible for the strategic development and delivery of the engineering and integration (E&I) sales growth strategy in collaboration with the engineering team, ensuring revenue generating engineering and integration driven project opportunities for the company, within the UK & Europe. The HBD will drive strategic growth and expansion across material handling, integration, and installation solutions; with a core offering of mechanical, electrical and commissioning services.

The HBD will generate new business opportunities, forging key partnerships, and exceeding revenue targets by initiating customer outreach, preparing and leading customer workshops, and supporting overall business development efforts which result in revenue-generating project opportunities for the company.

Key Duties & Responsibilities

Develop and implement a comprehensive business development strategy aligned with the company's overall key objectives.

Identify new market opportunities and target key vertical sectors for expansion, with a particular focus on material handling, installation and integration solutions.

Continue to drive revenue and build relationships in organisations core offering of installation, electrical and commissioning services to MHE/OEMs and other integrators.

Communicate effectively with both technical and non-technical audiences; translating complex MHE installation & commissioning needs into tailored solutions, overseeing project execution, and ensuring clear communication with all stakeholders and customers.

Manage and cultivate relationships with existing and potential customers, distributors, and partners.

Manage the sales cycle from prospecting to close, focusing on integrated material handling solutions.

Partner with People & Talento manage and curate engaging content across all social media platforms aligned with brand voice and target audience.

Stay informed about the latest social media trends and adapt strategies accordingly.

Develop and execute independent social media content strategies with minimal guidance, showcasing creativity and brand understanding that engages with NPSG and target audience content.

Solution-oriented selling; research prospect strategies and qualify leads resulting in exploratory discussions on our solutions for sales opportunities.

Maintain and document customer relationship progress in Salesforce.

Represent NPSG Europe/Globalat trade shows, conferences and industry events.

Analyse market trends and competitor activity, providing strategic insights and recommendations to leadership.

Collaborate cross-functionally with engineering, HQ and operations teams to ensure successful project execution.

Experience and Skills

Work Experience

Minimum 5 years' experience with solution selling in the material handling industry with demonstrated success in prospecting large, complex business relationships.

Excellent industry networking skills including an extensive existing network in Retail, 3PL Fulfilment, F&B and material handling.

Technical Solutions-Oriented Skills Expertise

Understanding of material handling solutions, able to demonstrate problem solving skills specific to installation and integration.

A strong technical background of MHE installation and commissioning as well as engineering and integration.

Ability to manage technical complexities and communicate effectively with both technical and non-technical audiences is essential, assessing customer needs and recommending tailored solutions; with a core focus on MHE installation and commissioning.

Demonstrate in-depth understanding of MHE systems: Convey knowledge of conveyors, robots, AGVs, ASRS, and other technologies.

Strong communication and presentation skills.

Ability to identify cross/up selling opportunities.

Data-driven in measuring and improving the impact of outreach efforts.

Educational Qualifications

Degree educated in field relevant to solutions e.g., Engineering, Project Management, Logistics and Supply Chain is highly desirable, but not essential.

Professional qualifications/certifications relevant to solutions preferable, but not required.

Stakeholder Management & Communication

Ability to effectively communicate business development progress, revenue forecasts, and project updates to secure buy-in and resources.

Provide clear and concise technical explanations and updates to both technical and non-technical stakeholders (customers, management, operations teams).

Experienced in working within a flat structure, supporting peer level.

Systems

Proficiency in Microsoft Office Suite, Salesforce. AutoCAD preferred.

Experience with social media platforms and an understanding of visual content creation (e.g., Facebook, LinkedIn, Google Ads).

Prerequisites

Right to work in Europe. Willing to travel up to 40%, globally.

Languages

Fluent in English. Fluency in Spanish would be beneficial.

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