

# BUSINESS DEVELOPMENT MANAGER

## THE COMPANY

August Robotics is a growing international start-up which builds **robots to automate dirty, dangerous and dull jobs** for businesses. The company is headquartered in Hong Kong and has offices in Germany, USA and mainland China. The company enjoys the support of some of Asia-Pacific's most prolific VC investors: <http://tinyurl.com/robotaust>.

August Robotics believes in the potential for **humans and robots to collaborate and co-operate**, and aspires to be at the forefront of the coming "robotics revolution". Our first robot, Lionel, was released in 2019 and is already beloved by our customers in the global exhibition industry. We recently released our second robot, Diego, an autonomous disinfection robot, and we are now expanding our team in Germany.

## YOUR SKILLS

This role is well-suited for an **entrepreneurial and customer-focused** business leader keen for professional independence, responsibility for commercial outcomes and the experience of working in a well-resourced and fast-growing start-up.

You must show:

- Prior work experience in a **commercially focused role**
- Strong **business development capabilities**, with an ability to network your way to **target clients** and negotiate long-term contracts with them
- Excellent communication skills and ability to **convince and inspire** potential customers about the benefits of the product you are selling
- Ability to put together professional and strategic customer proposal documents to assist you in your sales efforts
- Demonstrated ability to build and **maintain relationships** with customers, stakeholders and potential partners
- Strong **customer focus** and determination to give customers the best possible experience with our products
- Willingness to engage with operations and to do whatever tasks are necessary to achieve **customer happiness**
- Ability to **negotiate** effectively on behalf of the company on pricing, sales and operations matters
- **University degree** from a top-tier institution
- Strategic smarts, attention to detail and analytical rigour
- Eligibility to work in Germany
- Native German speaker with **strong English language skills**

The following are helpful but not required for this role:

- Valid German driver's license
- Existing networks in the trade show and exhibition industry
- Experience working in a start-up environment

## THE ROLE

As Business Development Manager, you will be based in August Robotics' office in NRW (Germany). Your main responsibilities will include:

- 1. Business development and sales – trade shows & exhibitions**
  - For the European market, you will be responsible for lead generation, customer outreach, marketing and negotiating contracts for Lionel, August Robotics' revolutionary floor marking robot for the trade show and exhibition industry
  - Together with your colleagues, you will determine the strategy to expand Lionel's commercial reach across Europe from its current base in NRW (Germany)
- 2. Customer happiness, customer success and job execution**
  - You will be responsible for ensuring that the conditions are in place for our robotic floor marking jobs to be successful at an operational level, for example robot logistics, client communications, staffing arrangements and managing partner organisations
  - You will be responsible for EU customer renewals and increasing revenue per customer with up-sells & cross-sells
- 3. Global commercial strategy**
  - You will support the strategic development of August Robotics' pipeline of new robots through ideation, primary / secondary research and customer interviews
  - You will be an important member of August Robotics global commercial management team and contribute to corporate strategy and investor management workstreams
- 4. Business development and sales – other robots**
  - When our new robots are released, you will plan and execute their European market entry strategies, starting with Diego, our UVC disinfection robot

You should be comfortable with ambiguity and excited by the idea of working in an **entrepreneurial culture**. You should be open to new experiences, and willing to jump in and lend a hand on a range of different issues and tasks when the need arises.

## HOW TO APPLY

An attractive remuneration package consisting of salary, sales commissions and equity will be available to qualified candidates. To apply, please send your CV and cover letter to [employment@augustrobotics.com](mailto:employment@augustrobotics.com).