

GENERAL MANAGER - ASIA

THE COMPANY

August Robotics is a growing international startup which builds **application-specific robots** to automate workflows for businesses. The company is head-quartered in Hong Kong, with offices in China, Germany and USA and enjoys the support of some of Asia-Pacific's most prolific VC investors.

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". We recently introduced our second robot, Diego, a hospitality-focused disinfection robot and are building a team in **Singapore**.

YOUR SKILLS

This role is well-suited for an entrepreneurial business leader keen for the independence and responsibility of **building a business** from the ground up.

You must show:

- Minimum 3-7 years of work experience in a commercially focussed role
- **University degree** from a top-tier University in Singapore or overseas (top 500 in Times Higher Education rankings)
- A **passion for technology** and for using technology to benefit our clients and society at large
- Entrepreneurial drive, strategic nous and an **ability to think laterally**
- Demonstrated ability to build relationships with clients
- Ability to understand and **empathise** with the business needs of clients
- Ability to **negotiate** effectively on behalf of the company
- Outstanding communication skills in written and spoken English

The following are helpful but not required for this role:

- Experience working at a start-up company, a venture capital firm or top-tier management consultancy
- Technical background, either from your University major or from working at a tech-focussed corporation
- Experience managing a team or leading a business
- Experience in the **hospitality industry**
- Proficiency in Mandarin Chinese or other Asian languages

HOW TO APPLY

An attractive remuneration package consisting of salary, commission and equity will be available to qualified candidates. To apply, please send your CV and cover letter to employment@augustrobotics.com.

THE ROLE

As General Manager - Asia, you will be August Robotics' **first full-time employee in Singapore** and you will be responsible for building the company's Singapore service hub from the ground up and in future, lead the expansion into key Asian markets. Your main responsibilities will include:

1. Business Development - Diego

- You will be responsible for lead generation, customer outreach, marketing and negotiating contracts with large hotels for the use of the disinfection services of Diego, August Robotics' revolutionary UV disinfection robot for the hotel industry

2. Business Development – other robots

- From mid-late 2021, you will be responsible for negotiating contracts with exhibition and conference centres for the use of Lionel, our world-leading floor marking robot for the exhibition industry
- Supported by your team, you will also lead BD for our 3rd robot, due to be released in 2022

3. Commercial strategy - Asia

- Along with the August Robotics commercial team, you will determine the August Robotics' strategy to expand into other Asian markets

4. People management and operations

- August Robotics operates a "robot as a service" business model, so all client contracts will be supported by a small number of robot maintenance engineers / robot operators
- You will be responsible for hiring, training and managing this team of engineers in a manner that maximises customer satisfaction and company profitability

5. Corporate strategy and leadership

- As GM Asia, you will be an important member of August Robotics global commercial management team
- You will be expected to contribute on global strategy issues such as the pipeline of new robots, international expansion, ideation and investor management

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