

KROHNE

measure the facts

KROHNE is an innovative process instrumentation and measurement solutions company operating in more than 40 countries. Through continuous research and development and a consistent customer orientation, we are one of the leaders in our industry. KROHNE Inc. headquartered in Beverly, MA covers the United States, Canada, Mexico, and the Caribbean regions through a vast network of direct sales personnel and representative partners.

KROHNE Inc. is looking for a professional to join us in

Product Marketing ~ Flow Products

The successful person will maintain direct responsibility for achieving the sales quota for defined flow products in a territory by successfully executing duties and responsibilities outlined below. Support selling channels for all industries, key vertical markets, EPCs, system integrators and OEMs within North America. Develop sales strategies and tactics to improve regional and product specific market position for KROHNE flow products.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Support other product managers and sales team efforts with specialized product knowledge.
- Perform direct sales activities while also supporting sales channels and key account sales to achieve sales quota of assigned territory.
- Support regional sales efforts with specialized product knowledge by developing sales presentations, organizing lunch and learners, training sessions, joint sales calls with channels and parallel sales efforts for projects
- Implement product strategies for targeted industries to capitalize on regional industrial trends and product strengths
- Develop and maintain application and presentation database for specific product group.
- Collaborate with and provide ongoing evaluation of sales channels within assigned territory/industry in accordance with company strategies and objectives
- Liase with internal Product Management teams to influence product features, lifecycle
- Perform customer and executive level presentations at trade seminars, customer sites and as required by management
- Utilize sales and marketing software and customer relationship management tools as required by management for sales planning, actions and pursuits
- Develop sales tools, create promotional materials, plan and implement product launch activities in conjunction with sales and marketing management
- Distribute product updates, competitive updates and handouts to sales channels and customers
- Advise sales management and product managers of product enhancement requirements to meet industry standards/trends as applicable
- Supports inside sales, outside sales, production and after sales for assigned product line
- Analyze competition and market information to develop product positioning as it relates to volume and pricing, product features, channel development and delivery
- Implement and deliver training programs within region to sales channels as it relates to processes, procedures, products and applications
- Work with marketing department to deliver specific product promotion activity in region
- 60% travel within North America, occasional international travel

Interested applicants must apply using the link below for the KRONE Inc. careers web page

KROHNE CAREERS WEB PAGE

www.krohne.com

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QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Proven past successful product marketing, product management and/or sales experience with flow technology is needed
- Thorough knowledge of industrial flow and level measurement concepts and product applications gained through education and practical experience is required.
- Bachelor's degree preferred
- Proven computer literacy and effective written and verbal communication are required along with experience with business presentations to groups of all sizes and technical experience levels.

KROHNE, Inc. employees enjoy working for an international, privately held, family run company with a friendly environment as well as a full program of employee benefits including a salary commensurate with experience and the responsibilities of the role and

- ***Medical***
- ***Dental***
- ***Short term and Long-term Disability***
- ***401k plan with company match***
- ***Vision insurance***
- ***Aflac programs: accident, cancer, critical illness, hospitalization and supplemental short term disability***
- ***Life insurance***
- ***401k plan with company match***
- ***EAP***
- ***Wellness programs***
- ***Pet insurance and more***

Disclaimer:
The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of employees assigned to this position. Other duties may be assigned. The Company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances changes (e.g., emergencies, changes in personnel, workload, rush jobs, or technological developments).

We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. KROHNE, Inc. complies with applicable federal, state & local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.