

## Business Developer - Germany

### Company :

Atawey is an innovative greentech company created in 2012, which designs, manufactures and sells green hydrogen refueling station. Atawey main mission is to offer solutions to allow the energy transition in transports.

Business expansion overseas is one of Atawey's main pillars to develop the company. We are looking for a business developer in order to develop this new business area. As one of the key leaders on the French hydrogen mobility market (40% market share), our local sales representative responsibility is to open-up the market in a new country with a pre-commercialization phase in order to secure the first sales and set up of our products. In addition, he/she will build the roll-out commercial phase with the structuration of sales channels (direct/indirect) and analyze market/customer expectations to build the appropriate local offers and business models.

Our ideal Business Developer has in-depth knowledge of and experience with the hydrogen and sales process, excelling at lead generation, partnership building, and closing deals. We're seeking a quick learner with strong negotiating skills. The role requires a leader with a sharp mind and the ability to convey the values of Atawey.

### Main Tasks :

- Represent our company, being an ambassador of our values and our products and services
- Analyze market expectations and recommend appropriate offers and business models
- Analyse consumer needs and propose go to market approach in accordance with them (products, services, partners...)
- Achieve sales objectives through effective planning, setting sales goals, and projecting future performance
- Ensuring effective sales tactics to meet revenue objectives, lead sales process from identification of prospects till contract signature
- Develop sales channels
- Generate leads, build and nurture client relationships
- Manage the business contract with strategic partners in the Country
- Participate to main fairs and events related to the business and build a strong network with local actors

#### 1 Implement the pre-commercial phase

- Market analysis
  - Identify players on the hydrogen value chain
  - Analyze competition and potential partners
  - Analyze the current market dynamism and quantify the potential short-term business (by 2025)
  - Give vision on mid-term market potential (2030)
  - Establish a state of the art of available and upcoming subsidies
  - Find local regulation on H2 refueling stations (for analysis by technical team)
  - Analyze local technical request for H2 stations (distribution capacity, pressure...) → define best fit-to-market products within Atawey's range

- Business development
  - Penetrate the H2 local ecosystems (H2 associations, H2 valleys, participate to specific fairs and events...)
  - Identify ongoing projects
  - Find first projects / business opportunities to secure the sales/installation of firsts Atawey references (quick wins)
  - Build technical and commercial offers for potential customers / tenders... (together with support from French back-office)
  - Ensure negotiation phases to close deals
  - Define communication strategy and identify best communication channels (implementation together with communication department)

## **2 Build the roll-out commercial phase / responsibility towards sales objectives:**

- Indirect sales: build sales channels and develop business partnerships
  - Identify for each market segment potential partners
  - Follow-up and animation of the business channels
- Direct sales
  - Identify projects
  - Prospect follow-up and support
  - Build commercial offers for private/public tenders
  - Ensure the negotiation phase
  - Close deal

## Detailed Tasks :

### **3 Implement the pre-commercial phase**

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### Skills and Profil :

#### Skills and qualifications:

- Master degree in engineering with a complimentary sales program / Master degree in marketing, sales and business administration
- 10 years' experience minimum in the sales of engineered and/or energy solutions
- Experience or knowledge in the hydrogen business
- Proven track record of success the sales cycle from plan to close
- Ability to evolve in complex sales projects (private/public sectors)
- Ability to identify and open commercial partnerships
- Excellent communication, interpersonal, and organizational skills
- Good leadership ability
- Ability to travel at least 30% of the time
- Fluent in country language and in English (French knowledge is a plus)

#### Know-how and abilities:

- Understand complex and technical solutions (knowledge in hydrogen, energy, gases and electrical technologies)
- Clear and structured expression abilities towards partners/customers/projects' stakeholders
- Understand and analyze technical and commercial requests from partners/customers
- Drive long term-cycle sales projects
- Implement a commercial strategy and participate to the evolution of the development strategy
- Drive technical and commercial negotiations / contract negotiations

#### Soft skills:

- Excellent interpersonal skills, ability to analyze and good listening skills
- High level of autonomy
- Enhanced team spirit
- High customer/partner care
- Organized, concerned with high quality deliverables

## Diverse :

CDI Contract

Gross annual salary: according to profile and experience

Attachment : Commercial

Localisation : Germany