



<i>Job Description</i>	
Division :	Durable Goods GBU
Region:	APAC
JOB TITLE:	Korea Assembly Business Development Engineer
SITUATION IN ORGANISATION (enclose a copy of your organisation chart)	
Directly reports to the Korea New Business Development Manager of Durable Goods, functionally to the APAC Assembly Director.	
JOB DIMENSIONS	
<ul style="list-style-type: none">• The Business Development Engineer ("BDE") supports the development and the execution of a business development plan aimed at identifying, developing and commercializing new business opportunities for the Durable Goods Business Unit in Korea on the Assembly market.• The BDE manages a portfolio of ongoing business opportunities and will focus and grow Bostik presence and penetration of the Assembly market in Korea.• The BDE defines, executes and/or requests the right level of technical service to support his/her activity and proposes new product development projects under Bostik's stage-gate process.• The BDE aligns his/her action with the overall business strategy through close interactions with management within the Sales, Supply Chain, R&D, Technical Service and PLM organizations.	

ACTIVITIES

- Business development activity 80%
 - Manages all aspects of new business development related to the Assembly applications in Korea.
 - Support market development plan elaboration and execution through:
 - Leads management (generation (contacts identification, cold calls), web leads follow up, etc.).
 - Customer projects/opportunities follow up.
 - Value chain and competitive environment determination.
 - IP landscape determination and IP filing proposal as appropriate.
 - Define, execute or request technical service as needed to support the business development activity.
 - Propose new Product Development projects under Bostik stage-gate process.
 - Propose collaborations with Arkema (focus on TPA and Sartomer).
 - Identify and propose strategic Partnerships ideas (JDA, JV, acquisitions, etc.).
- Marketing / communication activities 10%
 - Trade shows representation, write articles, give papers, and attend conferences.
 - In collaboration with the business and marketing teams: propose and implement branding strategies.
- Reporting / internal communication and processes 10%
 - Use Bostik CRM system to support and report activity (Call reports, samples/tech service requests).
 - Write monthly activity reports.
 - Deliver activity summary presentations to peers and upper management (Project portfolio reviews, sales meetings, etc.).
 - Periodically share experiences, information on new developments at global accounts with Global Business and Business development teams and favor cross-fertilization between regions, markets and BUs.

CONTEXT AND ENVIRONMENT

- Position focused on a new business development.
- Innovation is a key driver for success.
- The ability to lead in a matrixed work environment is critical to succeed in the role.
- Driving Bostik DG GBU developments in the Assembly area in Korea.

ACCOUNTABILITIES

- Achieving sales & margin growth targets aligned with new product and new market development for the ongoing year.
- NBD coordination and reporting for the Assembly market in Korea. Execute the Assembly's Korea 5 year plan on the new business development portion.
- Management of a healthy and diverse project portfolio (pipeline).
- Achievement of selected milestones specific to new product development related to those applications.
- Creation of new insights in marketplace through partnership with R&D.
- Creation of strategic market analysis to support current customer development.
- Development of global Key accounts in the Assembly market in Korea.
- Responsible for YOY revenue growth according to GBU targets.
- Execute strategic plans developed by the Head of Business Development Assembly.
- Work collaboratively with business, marketing and technical teams to meet objectives.

QUALIFICATIONS / EXPERIENCE REQUIRED

- Bachelor's degree in Adhesives, Polymers, Polymer Engineering, Polymer Processing or Materials Science is required; MS or PhD is a plus. MBA is also a plus.
- Minimum of 7 years of successful Business Development or Product Management desired in the Assembly (Electronics/Mobile/Appliance) industry.
- Proven experience working through matrix organization, pushing global initiatives to the marketplace.
- Excellent oral and written communication skills in English with a strong understanding of various communication methods.
- Excellent personal and interpersonal working skills.
- Must be proficient in MS Office, Salesforce, LinkedIn, web-site navigation and CRM software.
- Ability to travel 30% of the time.
- Located in Seoul is desirable.

Date:
Job Holder :
Signature :

Date:
Manager Approval:
Signature :