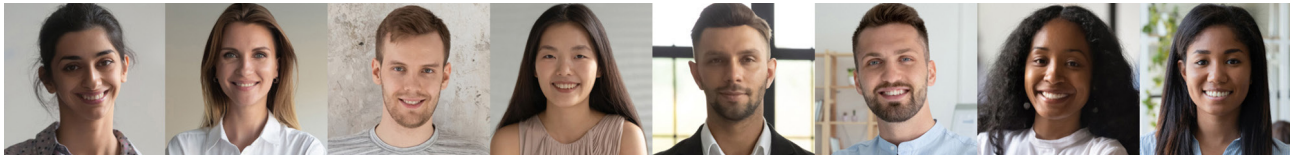


Area Sales Engineer

Ref. ASE_TW_2609

Location: Taiwan



Company Overview

Carlo Gavazzi is a recognized global leader in the design, manufacture, and marketing of components and networked solutions for Industrial Automation and Building Automation. The Group offers a broad portfolio spanning sensors, relays, and energy management solutions, serving customers worldwide with innovative, high-quality products.

The Opportunity

Reporting to the National Sales Manager and Sales Manager, is responsible for driving and supporting the development of the Energy and Building Efficiency, Energy storage systems, EV charging stations, Distributed Energy Resources industry, with the objective of achieving and exceeding sales targets, profitability goals, and market expansion.

Key responsibilities:

- Develop & execute a targeted sales strategy for existing and prospective accounts, focusing on EMS sectors.
- Identify and prioritize opportunities in strategic markets to maximize revenue and profitability.
- Visit targeted strategic industries customers to promote Carlo Gavazzi's portfolio of electronic/electrical automation components and drive market demand.
- Identify market potential and opportunities in assigned country markets & sales channels for Carlo Gavazzi products.
- Establish and maintain strong relationships with end users/OEMs/CMs/Panel Builder/SI/EPC.
- Work collaboratively to formulate & execute action plans that are instrumental in achieving sales objectives and close interaction with regional PLMs.
- Support products introduction/training for distributor sales forces and key customers.
- Continuously enhance sales arguments, product knowledge, and market insights to support sales growth.
- Negotiate favorable terms & conditions with customers and partners in alignment with company guidelines.
- Responsible to prospect accounts and develop leads.
- Prepare regular sales reports, including analysis of sales volume and forecasts for future business.
- Monitor and report on market trends, competitive activities, and potential risks or opportunities.
- Gather market intelligence and feedback to influence product development & strategic decision-making.
- Utilize the IFS CRM to report contacts, visits and opportunities.

Key accountabilities

- Take ownership, communicate, and achieve/exceed the overall annual sales targets and profitability goals in the assigned area. Demonstrate the ability to develop an efficient marketing and sales plan.
- Continuously develop the capacity of the organization to increase the level of new business and adapt the processes, techniques, and rules of engagement towards sales excellence. Demonstrates initiative and the ability to drive projects with minimal supervision.
- Number of new Business development opportunities generated.
- Ensure regular reporting in the IFS CRM and generate a timely response to adapt to unexpected adverse conditions in the region.
- Participating in Carlo Gavazzi exhibitions and distributor events.



Qualifications and experience

- Bachelor's degree or Diploma in Engineering or a related field.
- Minimum of 3 to 5 years in sales roles within industrial automation markets preferred, Proven expertise in strategic prospecting, negotiation, value-based selling, and advanced communication techniques.
- Experience working with distributor channel partners is an advantage.
- Ability to operate effectively as part of a team while working independently within the assigned territory.
- Ability to produce reports, and business correspondence, and possess a high level of verbal and written communication.
- Business proficiency in English.
- Excellent market insight, proactive engagement with key stakeholders, and the ability to execute strategic initiatives that drive revenue growth and brand visibility across all markets.
- Familiarity with CRM platforms.
- Knowledge of Microsoft Office, including proficiency with Excel and MS Word.

Competences

- Self-motivated, proactive, flexible, and capable of working independently in a dynamic international environment. A strong challenger of the status quo with a focus on continuous improvement.
- Strong analytical and interpersonal skills.
- Demonstrates initiative and the ability to drive projects with minimal supervision.
- Brings high energy and enthusiasm to engage with clients and internal teams.
- Effectively collaborates across functional teams to achieve sales objectives.

Benefits

- A dynamic role within a globally respected automation company.
- Collaboration with passionate, high-performing teams.
- The opportunity to influence innovative, end-to-end product solutions.
- Career growth opportunities within a fast-growing international organization.

Application process:

Interested candidates are invited to submit their CV to GlobalTalent@carlogavazzi.ch
Please reference **"Area Sales Engineer - Taiwan"**

Learn more about us www.gavazziautomation.com or visit our [LinkedIn page](#)

The **Data Controller** is Carlo Gavazzi Automation Singapore Pte Ltd (Taiwan Branch) - 12F-3, No. 530, Yingcai Rd., West Dist., 403518 - Taichung City - Taiwan