

COUNTRY MANAGER FRANCE AND SWITZERLAND

Company details

Brunswick Marine is an affiliated company of Brunswick Corporation, one of America's longest established businesses. Brunswick Corporation endeavours to install "Genuine Ingenuity" in all of its leading consumer brands. With the EMEA headquarters in Petit-Rechain, Belgium, Brunswick Marine has regional sales offices or independent distributors in every main boating market throughout Europe, CIS, Africa and the Middle-East.

Mercury Marine is a \$2.44 billion division of Brunswick Corporation. With a network of 6,000 dealers, it is the world's leading manufacturer of recreational marine propulsion engines. It provides engines, boats, services and parts to recreational, commercial and government users. Mercury's industry-leading brand portfolio includes Mercury and Mariner outboard engines; MerCruiser sterndrive and inboard packages; Mercury Diesel Engines, Mercury SeaPro and Racing, MotorGuide trolling motors; Mercury inflatable boats; and SmartCraft electronics.

For more information, see

www.mercurymarine.com

or

<http://www.brunswick-marine.com>

Function

The Country Manager for France and Switzerland will lead and direct all sales, distribution and service activities within their designated territory to provide class leading service and sales performance across all Mercury Marine products.

The role holder is responsible for the profitability and growth of business within the assigned territory.

BUSINESS MANAGEMENT & DEVELOPMENT

- As a senior manager within the EMEA leadership team, s/he is accountable of the development of business plans and targets and of the overall strategic direction in the assigned territory in line with the EMEA strategic plan.
- Analyse long-term market opportunities and threats within the assigned territory and develop a 5-year plan for growth targets highlighted in the EMEA strategy.
- Formulate and deliver yearly area business plans in line with budget; secure the achievement of P&L (at any level) and market share budget values
- Define and implement the strategy for the sales channels within the territory – sales and service dealers, accessories retailers and OEMs - by direct involvement and coordination of the customer facing activities according to overall strategy centrally set by EMEA.
- Propose and execute the product pricing programs and marketing activities within the territory in accordance and agreement with overall strategy centrally set by BME.
- Secure the right competitiveness on the market by collecting competitor information and adopting the necessary actions.
- As market owner/expert, design and build compelling business cases for growth initiatives which bring disruptive growth or strategic advantage.
- Design and deliver a communication and promotional plan in order to improve image of products and services and support the retail sales.
- Provide feedback to the EMEA central teams and communicate any Voice of the Customer product enhancements, product development opportunities and any competitor information useful to support the business.

ORGANIZATION MANAGEMENT

- Build a high performing team culture within own territory that recognises and rewards excellence and encourages individuals to strive for performance improvement.
- Manage organization in order that all business functions are properly covered. Design and maintain a 3-year organization plan to secure business continuity.
- Manage cross functional functions to secure target achievements (contribute and share targets setting, drive the deployment in operative plan), through coordination of all activities in the direction of common goal in the assigned territory.
- Communicate the business objectives, plans, budget and performance to all employees within his/her scope in order to maximise the individual and collective contributions and commitment to continuously improve the performance of the business.
- Lead Brunswick employees in the area of responsibility using objective methods like performance management, coaching and leading by example. Propose HR development plan in order to match local targets.
- Champion the Brunswick ethics and Health and Safety programs ensuring that all employees clearly understand and adhere to the ethics code & Health and Safety procedures, refreshing as necessary and driving the ethical behaviour required on a daily basis.
- Represents the organization in relations with customers and the business and non-business communities.

PROCESS MANAGEMENT AND IMPROVEMENT

- Keep alignment with central designed processes regarding business management (planning, cost, HR, approvals, sales actions, consignment..)
- Collect and communicate market information (VOC, customer's trends, competition products/services/pricing, regulations..) in order to

align EMEA strategy and functions to market reality and deliver continuous improvements in local and global business performance.

- To review business processes and procedures (in line with Lean Six Sigma), identifying and acting upon opportunities to deliver continuous improvements in business performance.

Profile

The ideal candidate will have minimum 5 year experience in channel management, preferably in a similar role

- strong skills in Commercial Acumen (Negotiation skills, Competition Law, Competitor Knowledge), Sales & Retail Sales and Financial Management (Financial Planning Process, CAPEX Preparation)

- previous working experience with strategic planning processes, people management and development across functions and ideally international exposure

- strong customer orientation - identifying, understanding and giving priority to meeting the needs of the customer (both internal and external) and delivering a quality service.

Language

Native French speaking, English - advanced, both written and verbal

Any other European language is an advantage.

Offer

A competitive salary package (including a company car) in line with your experience & expertise

The opportunity to work for a brand leader in a complex function in the marine industry