

The Company

Alicat Scientific (<https://www.alicat.com>), a subsidiary of Halma PLC, is one of the pioneers of laminar differential pressure flow technology. We manufacture and develop meters and controllers for gas flow, pressure and liquid applications.

Halma plc (www.halma.com) is growing a safer, cleaner, healthier future for everyone, every day. We are a market leader in specialist safety, health and environmental technologies, with an international group of businesses making products that push the boundaries of science and technology. Headquartered in the UK, Halma is a FTSE 100 company. It is one of the top performing businesses in the FTSE index with many years of record revenues and profits, and it has increased its dividend by at least 5% every year for the last 39 years – an achievement unrivalled by any company quoted on the LSE.

The Position

Organization	Alicat Scientific
Title	Sales Director, Asia Pacific
Location	Shanghai, China
Report To	Global Vice President of Sales
Business Scope	APAC excluding India
Team Size	Current Team: 8 currently, will increase to about 20 in the future, including 10 more operations roles. 2 Salesperson; 3 Application Engineers; 2 Admin; 1 Digital Marketing Specialist; The team size can be increased based to support the growth of the business.

Business Nature and Growth Expectations

Business model expanding from Channel Distribution to Direct Sales (key account & technical application hotline sales): from ratio 90:10 to 50:50 in five years.
Double the business in 5 years with business growth 15% CAGR in China and 20% in Rest of APAC and business scale from 11M USD to 20M USD;
Business distribution China: Rest of APAC: 2:1;
Focus in China will be the direct sales and rest of APAC could be channel and direct sales;
In both channel distribution sales and direct sales in China and rest of APAC, the new Sales Director is expected have competence and experience;
The current team needs to be retained and engaged.

Scope

Alicat sells about \$11M USD of instrumentation into Asia, \$8M of it in China. And they are firm believers that investing in the right person is the best way to succeed;
The Sales Director will lead the sales and marketing business in Asia scope, and he/she must be an entrepreneur who can make balanced decisions and use large resources to speed growth.

Responsibilities

Strategically grow the business in the whole APAC region including current China;
Manage the business model expansion from channel distribution to direct sales;
Implement and improve sales management mechanism (policy, procedures and etc) and guide sales activities to ensure operation efficiency and compliance;
Partner with local board to contribute to strategy of Alicat China.

The Person

Requirements

Solid relevant experience, network and influence in the instrumentation fields and other adjacent fields;
Proven past managerial experience with focus in sales and business developed focus;
Low ego, high empathy;
Influences others via value, not title;
Excellent coach, able to recruit, develop and retain top talent;
Entrepreneur: fast, agile, can-do attitude, and deliver results with limited resources;
Strategic planning and innovative thinking;
Superior cross-culture influence and communication skills in global matrix context, strong English both written and verbal;
Lifelong learner;
Negotiation and mediation skills;
Good implement capability;
To guide employee in a clear direction, motivate and coach the team;
Without fear or favor.

Experience

5+ years in a leadership role in sales management;
Technical experience with instrumentation will be important for success;
Excellent communication and people management skills. The ability to forge strong relationships with existing and prospective customers and sales channels and to handle difficult situations with same;
Scientific instruments working experience will be preferred.

Key Competence Required

Proven solid experiences with channel distribution and direct sales (key account management) in China and ideally APAC;
Cross culture influence capability with customers, partners and internal stakeholders;
Attract, retain and develop teams;
Engineering background preferred;
Industry relating to material modification will be welcomed.