



# Food and Beverage Vertical Marketing Manager

This position is responsible for driving growth and market share for ABB Drives and automation products lines in the Food and Beverage vertical market. Growth objectives will include increasing “share of wallet” at existing and new OEM and user accounts.

<b>Location:</b>	Schaumburg, Illinois, USA; Auburn Hills, USA; New Berlin, USA; Memphis, USA; Wickliffe,
<b>Job Function:</b>	Marketing
<b>Employment Contract Type:</b>	Regular/Permanent
<b>Division/Function:</b>	Discrete Automation and Motion
<b>Publication ID:</b>	US54770196_E5

## Tasks

### Key Responsibilities

- #Develop and maintain market-based POV on the markets, including:
  - o Segmentation and opportunity prioritization (size, growth, attractiveness)
  - o Prioritized view of ABB's opportunity areas (e.g., underpenetrated, high growth, application extension)
- #Build Vertical, Application and Product Expertise
  - o Segmentation
  - o Customer applications and needs
  - o Drivers and trends (technology, regulatory, emerging applications, new packaging substrates, etc.)
- #Lead the effort of identifying and develop Sales and marketing tools, demand creation campaigns and fulfillment materials targeted at priority verticals
  - o Calendared approach to campaigns
  - o Assist with sales team training materials on the vertical, including customer operations, applications, trends
  - o Assist with Campaign materials - email, tele lead generation
  - o Create Fulfillment materials - app notes, case studies, white papers
- #Generate the internal tools to support ABB's sales channel
  - o Market-specific training, marketing bulletins, etc.
  - o Targeted selling materials, including presentations, application notes to facilitate share gain in new and existing accounts
  - o Guidance and prioritization on prospecting
- #Recommend adaptations on current product portfolio to better address vertical opportunities
  - o Minor modifications (Maintenance of Line)
  - o Provide inputs to Product Planners to fill gaps and generate new products to win in market
- #Lead commercialization efforts for successful product launch
- #Position responsible for identifying appropriate Sales Channels and Partners to increase segment penetration
- #Rollout and train Districts on the vertical materials and campaign execution
- #Engage with Global Strategic Accounts (GSA), OEM Teams, and Industry Team to identify leveraged initiatives to drive with

- accounts
  - o Embedded in account plans
  - o Leverage GSA/OEM learnings to rest of market

## Requirements

### Basic Qualifications:

An Associates Degree or Technical Certification

A minimum of 5 years experience in Marketing or Product Development

### Preferred Qualifications:

Bachelors degree in a Technical or Marketing Field.

Demonstrated 8 - 12 years of demand generation experience -- commercial experience in marketing or product management role; strategic experience (business development, key accounts)

Knowledge of and experience in the Food and Beverage industry

Marketing experience with industrial products to market manufacturers - strongly preferred

Deep, working knowledge of and contacts in market Vertical, esp. manufacturers

Demonstrated track record of results in commercial role

Ability to derive a balanced, strategic perspective and prioritization with supporting arguments (e.g., has contributed to strategic plans, account plans, etc.)

Demonstrated strong VOC and analytical skills

Solid leadership to cut across functions. Respected by internal and external parties

Independent and self-directed; can work autonomously

Strong PC / Internet knowledge

40-50% travel

## Additional Information

Job posting dates may be modified based on manager discretion.

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Thanks for your interest in ABB!

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