

Application Development Manager - Semicon (m/f/d)

Daikin Chemicals - Positively Innovative

Since 1933, Daikin Industries has been involved in the research and production of fluorochemicals, and is one of the world's foremost manufacturers of fluorochemical materials today. Daikin's unique expertise is essential to a variety of industrial fields: With world-class technology, we offer a wide range of high quality products with applications in automotive, semiconductors, health care, renewable energy, consumer cookware, wire and cable, textile and fabric treatment, paper and packaging, optics and displays, coatings and more.

Assignment

The person is responsible to develop the market positioning/introduction strategy of Daikin Semicon Fluorine portfolio. Furthermore to assess the market requirements for fluorine solutions and translate into a winning value proposition for the existing portfolio or critical properties/benefits for new products. The Application Development Manager (m/f/d) will build a robust project pipeline and drive successful commercial adoption in the Semicon industry sector / applications across Europe, short-, mid- and long-term. The product range consists of fluorinated polymers and elastomers.

Main Responsibilities

- Develop a close relationship with key end-users/specifiers as well as manufacturers in the Semicon industry sector, including technical team, R&D, marketing, sales and purchasing functions.
- Assess the market trends/investment plans at end-users and requirements in key targeted applications through establishing direct contact with leading Fabs, Equipment OEMs and Tiers in Europe for fluorine solutions and translate into a compelling value proposition for the existing portfolio of Fluoropolymer and/or key product properties/benefit targets for the development of new products
- Develop short-, mid- and long-term go-to-market strategy for successful introduction/commercialization of Semicon fluorine portfolio in order to maximize sales & share, in collaboration with the regional and global cross-functional teams.
- Develop robust value proposition for the positioning of existing and new products into specific applications. This includes pricing definition based on delivered market value (vs incumbent and/or competitive alternatives), go-to-market strategy, development of relevant literatures, relevant advertising activities (tech paper, e-marketing, trade shows, etc..), others.
- Coaching and training of the sales team, channel distribution partners to support successful market introduction
- Improves product marketability and profitability by researching, identifying, and capitalizing on market opportunities; coordinating new product development process.

Daikin Chemical Europe GmbH

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Main Responsibilities cont.

- Analyzing trends and results to identify marketing opportunities
- Work closely with Daikin's Headquarter (SBU and R&D) and other Daikin subsidiaries or external resources, where required to support/accelerate international and EU regional business development.
- Plan and execute customer visits and report on these plus any other market intelligence activity
- Handle any other Daikin products on request from management.

Personal requirements

Degree in technical or chemical engineering or master in business science with additional experience in technical sales, product positioning and marketing in relevant/adjacent Semicon industry/value-chain is required.

- A "hunter" type marketing professional with a strong analytical thinking.
- 10-15 years of Semicon or relevant/adjacent industry experience in either technical sales or product positioning and marketing positions
- Deep understanding of the Semicon market and of its future trends, with specific focus on European industry champions
- Existing networks of contacts within the Semicon industry
- A working knowledge of basic understanding of chemical manufacturing practices and costs
- Experience in preparing budgets, sales figures and marketing strategies (annual, long-term)
- Experience in organizing promotions for products (e-marketing, trade fairs, product literature, customers, etc...)
- Excellent negotiation skills and ability to deploy product value selling
- Excellent communication skills (both verbal and written) in English, other languages are also an asset
- Ability to develop reports and reference documents to submit to customers and internal organization
- Competency with Excel and PowerPoint
- A team-player and Self-motivated/Self-starter person with strong will to success
- Motivational skills and Good human relations skills
- Ability to work in an intercultural environment
- Flexibility

Position:

- Reporting: Business Director
- Full-time employment
- The candidate should be ready to dedicate 50% of time travelling to customers, exhibitions and other related commercial activities.

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