

European OEM Marketing Manager (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

Support Daikin's Automotive Strategy Development and Execution through new business development in the Automotive & Energy Industry.

Main responsibilities

- Identify new trends, applications and business opportunities for the existing Daikin product portfolio in the New Mobility & Energy fields through establishing direct contact with leading OEMs and Tiers
- Initiate projects and cooperations with influential members in evolving dynamic value chains based on a solid understanding of fluorochemicals on the one hand and the needs of the target industries on the other hand
- Establish and maintain strong relationships with the regional OEM leaders and Tier suppliers to position Daikin as a long term preferred strategic innovation partner
- Develop a marketing strategy for the identified new business areas to support the five year plan of the relevant business units. Build business cases and roadmaps based on market information from both, desktop research and direct customer contacts
- Monitor competitive trends and define the differentiating space for a market entry for Daikin
- Actively support the regional efforts to promote and raise the visibility of Daikin Chemicals in the target industries, through specific events, presentations, conferences & fairs attendance and further marketing communication content
- Identify priority areas for new product innovation and application engineering and build a foundation for new application development programs
- Communicate and cooperate effectively with important internal stakeholders from sales, technical service and application development

Skills & Requirements

- Degree in chemical/technical or mechanical engineering
- Around ten years of marketing and sales experience with fluorochemicals, ideally with a multinational exposure
- Knowledge and proven track record in the automotive or energy industry
- Mastery of marketing mix with focus on financial levers, innovation marketing, branding and marketing intelligence
- Experience in project management & stage gate processes
- Entrepreneurial drive, willingness and endurance to drive change
- Strategic thinking
- Intercultural sensitivity, team player, patience with high frustration level
- Fluent in English, Japanese a plus

Position

- Reporting: Global Marketing Director Automotive
- Full-time employment

Our offer

- Working in an interdisciplinary and innovative newly built environment with the opportunity for further growth
- People-centered philosophy, your growth is our growth
- Attractive benefits and conditions

Contact Us:

Stephanie Lassak, Department Manager HR
stephanie.lassak@daikinchem.de

Daikin Chemical Europe GmbH promotes equal opportunities and diversity in its employment relations.

Daikin Chemical Europe GmbH

Am Wehrhahn 50
40211 Düsseldorf
daikinchem.de