

### Regional Business 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 for the development and execution of a European marketing roadmap, go-to-market strategy, robust project portfolio and associated five-year plan, to maximize SBU's growth strategies in the SEMICON Industry as well as positioning Daikin to realize its full potential in the emerging business opportunities of tomorrow. Work across the European marketing function and build and establish the business case for new program investment and theme expansion within existing roadmap development.

#### Main Responsibilities

- Identify new trends, applications and business opportunities for the existing Daikin product portfolio in SEMICON through establishing direct contact with leading Fabs, Equipment OEMs and Tiers in Europe.
- Provide regional insights & trends specific to the SEMICON Industry and identify thereby new market space to investigate for market entry.
- Identify priority areas for new product innovation and application development and build a foundation for new application development programs.
- Develop a marketing strategy for the existing and 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.
- Manage the SEMICON portfolio to maximize returns and minimise risk.
- Establish and maintain strong relationships to decision makers with the regional OEM leaders and Tier suppliers to position Daikin as a long term preferred strategic innovation partner.
- 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 in the target industries, through specific events, presentations, conferences & fairs attendance and further marketing communication content.
- Communicate and cooperate effectively within Europe and across regions (Japan/Asia, US, EU) with important internal stakeholders from sales, technical service, application development and R&D to execute the 5-years plan and maximize growth potential for Daikin.

#### Daikin Chemical Europe GmbH

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## Main Responsibilities cont.

- Drive stakeholder buy-in through each milestone of the Marketing Process: Chemical Division SBUs, R&D, Regional Sales force ensuring alignment of portfolio to business needs and drivers.
- Organize the monitoring and communication of relevant intelligence on the SEMICON Industry structure, economics and competitive trends supporting to support the business unit strategy and business development efforts.

## Personal requirements

- Over 15 years of working experience in the SEMICON industry marketing or related functions.
- Deep understanding of the SEMICON market and of its future trends, with specific focus on European Industry champions
- Knowledge and proven track record of working with key decision makers within the SEMICON industry (Fabs, Equipment OEMs, Research Institutes and Tier 1s).
- Proven track record of driving successful new business development and sales revenue generation within the SEMICON industry.
- Demonstrated excellence in financial acumen, innovation marketing, branding and marketing intelligence.
- Existing network of contacts within the SEMICON Industry.
- Professional experience and skills in strategic marketing acquired in chemical company or other "material" producing industry. Understanding Chemical Industry business development model
- Scientific/Technical Education, complemented with business education would be preferred. Understanding technically the products, their performance and potential, as well as their technical competitive positioning is critical
- Strong business acumen also needed to assess value proposition, business potential and development dynamic
- Fluent in English and German. An additional EU language could be an asset.
- Leadership skills needed to drive key internal stakeholders in the marketing roadmap deployment.
- Strong intercultural skills and communication skills both for internal and external purposes.

## Position:

- Reporting: Vice President Sales
- Full-time employment
- Location: Düsseldorf, Germany
- Working in an interdisciplinary and innovative newly built environment with the opportunity for further growth

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