

People + technology =
possibility



OEM Sales Director, Germany

Candidate Briefing Pack



Calling all change makers.

We're looking for a shaper, a coach, and a motivator. A true business leader that is passionate about combining high-performing teams with category-leading solutions to help our partners answer today's most pressing challenges in manufacturing around digital, cyber, and beyond.

You'll be an outward-looking change-maker with a proven track record of managing commercial teams to exceptional results. You'll understand the intricacies of the OEM space in an automation business and be willing to compare yourself to the best.

To continue our consistently strong, high double-digit, year-on-year growth story in Germany, we need a forward-thinking executive who can onboard and develop talent and bring people along on the journey - ensuring voices are always heard.

You'll come into an environment with lots of autonomy. An essential part of my role is to remove the roadblocks that stand in the way of your success. It's about providing you with the space you need to create excellent outcomes from the team while

ensuring you always feel trusted and supported. Rockwell Automation offers a world of potential. A proposition to challenge any incumbent competitor. But above that, this role offers the ambitious an opportunity to create an incredible career success story, not only for themselves but also for their entire team. Growing numbers, growing people, and getting exposure to the most senior leaders in our business. Successful candidates should see this position as just the starting point rather than the end goal.

I look forward to meeting with you over the course of the hiring process and sharing more about how a career at Rockwell will help you expand what's possible for the world - and for yourself.



Pierre Teszner

Regional Vice President, Central & Eastern Europe



Our mission is to improve the quality of life by making the world more productive and sustainable.

We are committed to enabling the next generation of smart manufacturing. With the right strategy, talented people, and our substantial financial strength, we are dedicated to deliver value to our customers.

The insider perspective.

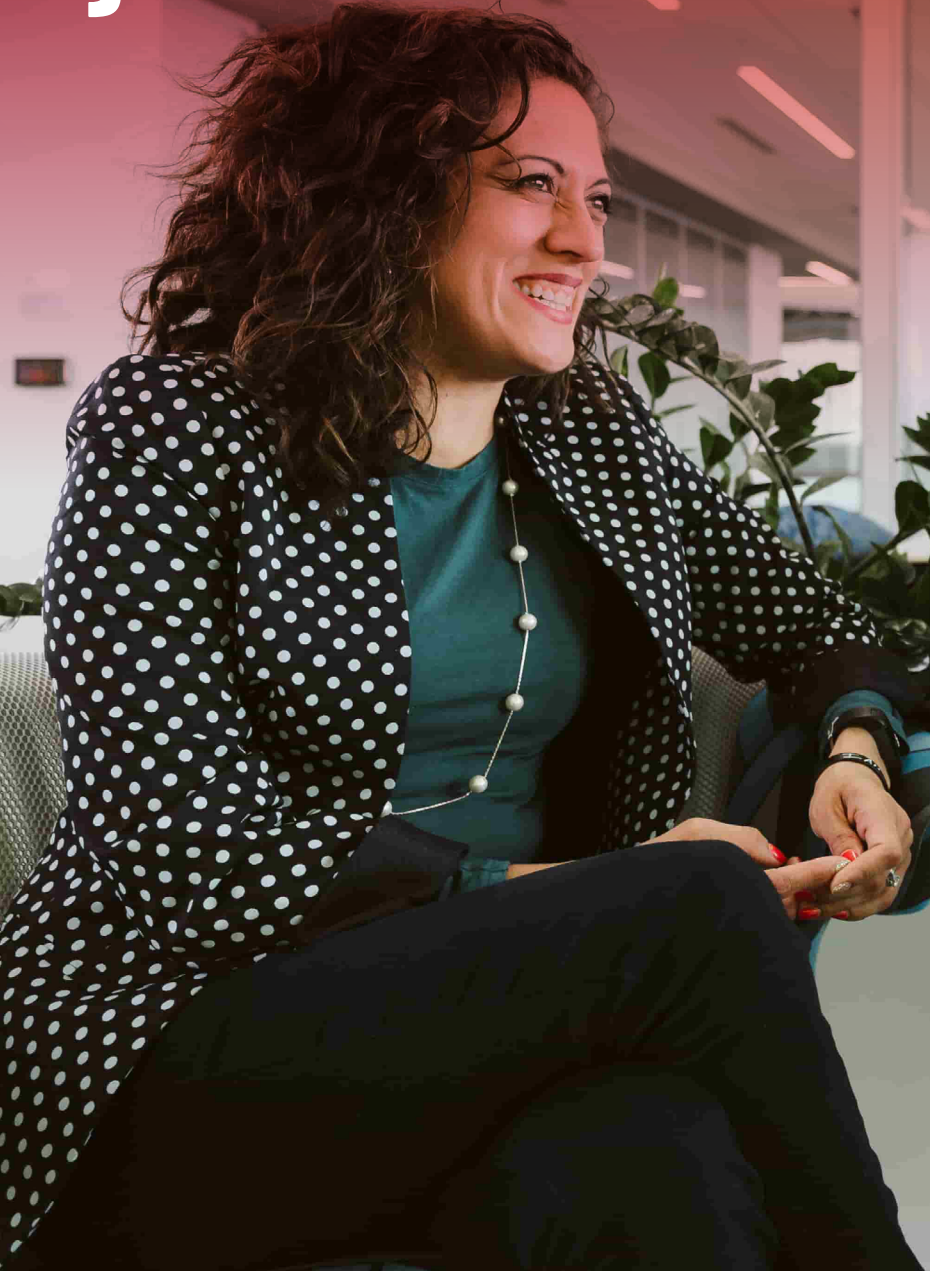
“As a sales professional that’s passionate about automation, it was an easy decision for me to join the business. Rockwell Automation ultimately leads the way in this market segment. Our products and solutions are outstanding. The level of networking and internal teaming is phenomenal, and I’ve been well supported from a personal development perspective. It’s a great time to be taking our powerful proposition to OEM partners.”



Andreas Teichert
OEM Sales Manager, West



Reasons to join Rockwell.



Work that matters

Our team cares about the work we do. We make an impact on the world because we strive to solve real problems for real people and expand human possibility. From solutions that address a single issue to transforming a company into a Connected Enterprise, every maker and problem solver in our company contributes to something that matters.

Smart solutions

We're helping the world work smarter - ensuring our OEM partners can tackle today's client challenges and tomorrow's. Our business builds and acquires innovative solutions that can challenge incumbent competitors by providing answers to manufacturing's most prominent digital and cyber security problems.

Build a rewarding career

We've built an environment where our people can thrive and do great work. Our company is focused on our people - backing them to achieve their career objectives. How you grow and the path you create is up to you. We'll provide the opportunities, succession planning, and support to make your career into what you want it to be.

Invested in strategic growth

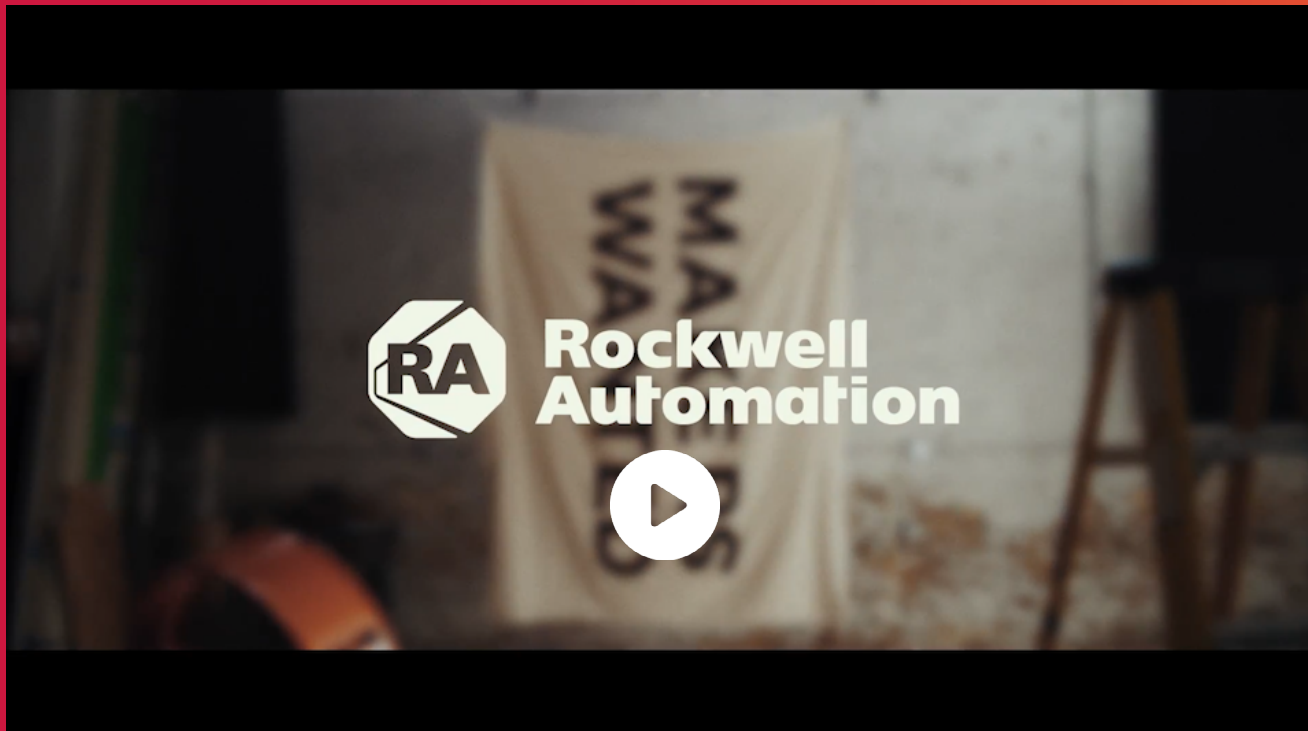
Building a better tomorrow requires investment in new ways of working and thinking. We invest in the growth of our OEM business. Dedicated support from our Global OEM Technical Consulting team for application-specific expertise is just one example of those investments.

Forward together

As a global company, you'll have the opportunity to connect with smart people and gain expertise from around the world to broaden your experiences inside and outside of work.



Makers wanted.



The insider perspective.

“I am so excited to be part of an organization that’s constantly looking for ways to improve, innovate, and stay ahead of the curve. We are making a significant difference around the issue of sustainability, not only for our customers but the world. Our continuous investment in key technology areas, including cyber and digital, makes Rockwell best equipped to be a lifelong partner for clients across a massive addressable market.”



Heiko Henschel
OEM Sales Manager, North



**“When we combine technology
with an engaged, enthusiastic
workforce, anything is possible.”**

Blake Moret
Chairman & CEO

We're getting attention.

Gartner®



The insider perspective.

“Rockwell is a truly diverse and multicultural company. This often culminates in different perspectives and breakthrough thinking. Senior management appreciates and listens to your ideas in a way that I have simply not seen in other companies. There is a real culture of mutual respect. It’s fair to say I have never been more successful in my sales career prior to joining Rockwell and am excited about how we are positioned for the future.”



Stamos Batzis
OEM Sales Manager, South



The opportunity.

OEM Sales Director, Germany

OVERVIEW

The successful candidate will be responsible for the sales leadership, profitable growth, development, and expansion of the OEM customer base within Germany. You will be passionate about aligning to and implementing Rockwell Automation's regional and global sales strategies and initiatives.

You will take a leading role in building outstanding relationships with business partners within the region. We're looking for a leader that can coach and develop the OEM sales team using our performance management framework to ensure employee success.

CORE RESPONSIBILITIES

- Achieve and exceed the orders and sales goals set for the German OEM team.
- Analyze and monitor sales results providing direction to the sales force where needed.
- Collaborate with channel team to maximize end-to-end OEM market penetration, assure sales coverage and provide appropriate customer orders fulfillment.
- Collaborate with the strategic accounts team, both EU and OEM, to maximize ecosystem sales of the assigned German OEM accounts.

STRATEGIC FOCUS AREAS

- Develop and implement business strategies and sales objectives within the geographical area that are consistent with the regional direction.
- Grow existing and new OEM accounts using the latest offerings, in new targeted industries and through new channel partners.
- Jointly lead governance discussions with the other business segments (EU, Channel) to maximize end-to-end performance for all.
- Effectively manage resources within annual operating plan and approved expense budgets.
- Build intelligence around competitor strategies and activities, market trends as well as their impact on local business of Rockwell Automation.

SKILLS, KNOWLEDGE & EXPERIENCE

- Bachelor degree in an engineering/technical related field or equivalent. MBA is a plus.
- Fluent in German and English (verbal and written).
- Prior sales experience in a technology-based, B2B company and business model environment.
- Min 10 years of experience in the Automation industry.
- Min 10 years of sales management experience.
- Management skills (create focus and motivate others, delegation, people assessment, develop people and teams).
- Ability to set and achieve challenging targets for leaders and account managers in the team.
- Experience setting monthly and quarterly sales goals including forecast/funnel and monitoring results.
- Ensure the right level of business information exchanged within the organization.
- Contributes professional & technical expertise.
- Adds value for customers & partners.
- Attains results, drives productivity and growth.
- Demonstrates business and financial acumen.
- Ability to drive collaboration across the EU and channel segments to achieve/exceed goals.
- Drives commercial excellence in collaboration with the sales operations team.
- Builds and extends global internal network to share best practices.



innovation
is in our DNA