



**Brüel & Kjær** 

Brüel & Kjaer EMS Americas invites applications for  
**Senior Business Development  
Manager-Airports**

Americas

*Executive Search Services Provided by ADK International Executive Search*

## Company Description

Founded in 1942, Brüel & Kjær Sound & Vibration Measurement A/S has grown to become the world's leading supplier of advanced technology for measuring and managing the quality of sound and vibration. We use our core competences and comprehensive range of products and solutions to help customers solve sound and vibration challenges. Since the 1950s, our products have set the standard to which others are compared.

The sound and vibration challenges facing our customers are diverse, including: road traffic and airport noise; vibration in car engines; evaluation of building acoustics; mobile telephone sound quality; cabin comfort in passenger airplanes; production quality control; wind turbine noise; and much more. Our innovative and highly practical solutions have made us the first choice of engineers and designers the world over – our references are impressive by any standard.

Brüel & Kjær Environment Management Solutions (EMS) is a division of Brüel & Kjær focused on outdoor environment management. EMS is the largest supplier of noise monitoring systems, which are deployed in more than 250 of the world's busiest airports and cities.

Brüel & Kjær maintains a network of sales offices and representatives in 55 countries. This position is based in the United States with a focus on business development within the airport industry in the Americas.

Brüel & Kjær EMS has an extensive suite of solutions and services enabling our customers to accurately monitor and manage stakeholder engagement as it relates to aviation flight tracking and noise monitoring. The flexible solutions, many of them available as subscription based managed services hosted in the cloud and utilizing real time data from microphones installed near the airport, help our clients to optimize operations, efficiently comply with regulations and communicate more effectively with internal and external stakeholders.

Brüel & Kjær is a subsidiary of UK-based Spectris plc ([www.spectris.com](http://www.spectris.com)) which has annual sales of \$1.35 billion and employs around 7,500 people worldwide across its four business segments.





## The Position

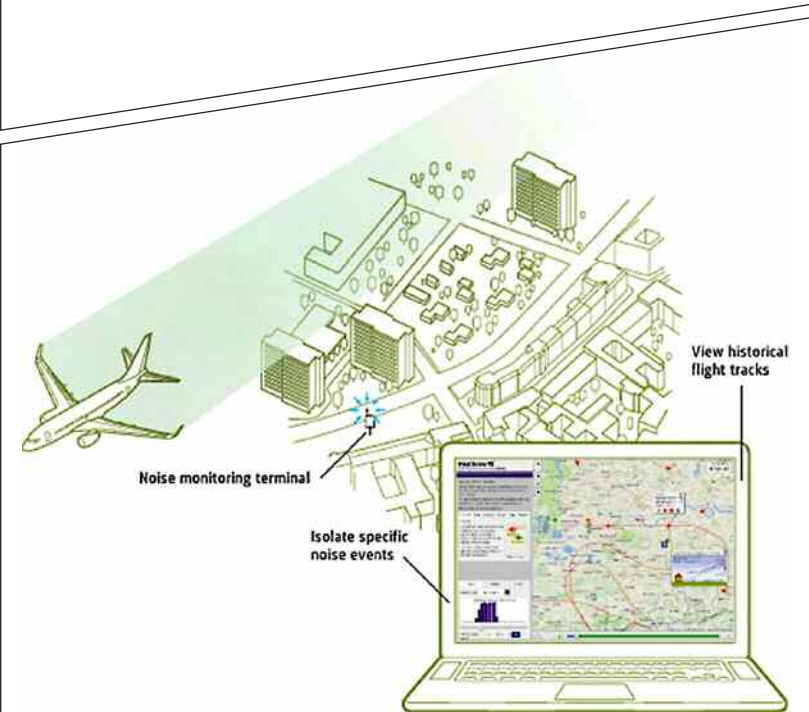
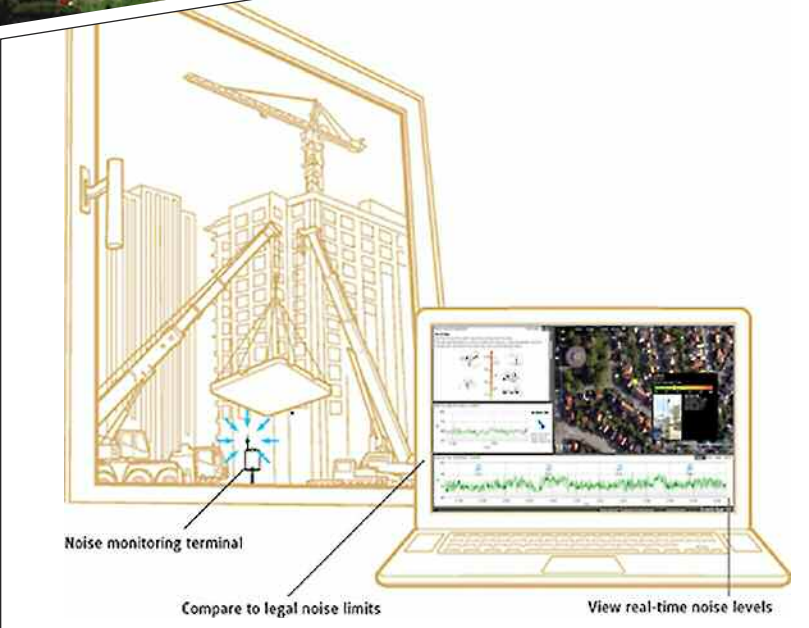
This position reports to the Director - Brüel & Kjaer EMS Americas with the responsibility to drive new opportunities across the EMS Airports product range primarily in the Americas. Expectations of the position are to drive incremental revenue and 100% renewals across the existing customer base; to increase bookings and revenue; to grow market share, and to enhance the customer experience to meet the Company's annual sales targets.

While the office associated with this position is in the Sacramento, CA area, we are open to discussing a virtual office environment if the location is conveniently located to accessing the air transport industry in the U.S.

## Position Responsibilities

### Areas of responsibility are:

- To drive new opportunities and build qualified pipeline for B&K EMS in the airport segment within the defined territory.
- Meet and exceed sales quotas in the airport segment and deliver increases in recurring revenue by signing multi-year agreements
- To accurately forecast short, medium and long term sales opportunities and document them in the corporate CRM.
- Work closely with existing customers to add incremental sales revenue and achieve 100 percent renewal on existing contracts
- Follow the EMS sales principals and strategies for developing new opportunities.
- Manage the distributor and representative networks and work with B&K S&V colleagues to meet or exceed established targets where appropriate.
- Identify market opportunities within assigned Americas sales territory.
- Develop and maintain professional relationships with key customers.
- Develop and maintain professional relationships with appropriate government and industry bodies including the FAA.
- Identify competitor strengths, weaknesses, and overall market position.
- To prepare and support tenders, quotation preparation and delivery to customers.
- To provide market feedback and act as the "voice of the customer" internally.



**Areas of responsibility... (continued)**

- Work with internal stakeholders to ensure that the local sales teams have product sales collateral, training and updates where necessary and support preparation for regional marketing strategies and campaigns
- To support exhibitions, marketing campaigns, conferences and tradeshows in the region.
- To coordinate customer relationships and problem areas with local and regional customer service and support teams

**Ideal Personal Attributes and Competencies:**

- Acts ethically and with high-integrity per company's guidelines and procedures.
- Excellent English written and oral presentation skills with fluency in a second language (Spanish or French) preferred.
- 10+ years' progressive sales experience in aviation services (preferred), software managed services, environmental testing or measuring systems, integrated capital goods equipment market, or relevant industry solution sales experience in a direct sales role.
- Experience in selling complex, value based solutions including software and services.
- Familiar with a standard structured sales methodology and demonstrable success at closing sales, increasing revenues and market share.
- Demonstrable ability to increase pipeline and manage/maintain an accurate forecast of short (monthly), medium (quarterly) and long term (annual) sales.
- Excellent interpersonal, communication and presentation skills
- Willing to regularly travel within the Americas, and able to travel to Europe and Australia when necessary.
- Leadership experience and ability to motivate customers and influence matrix sales teams.
- Fluent use of Microsoft Word, Excel and PowerPoint products
- Ability to build and manage relationships with customer senior and executive management as well as appropriate government and industry bodies
- Intuitive, able to extract customer requirements from sometimes vague descriptions.
- Experience in setting up and executing sales campaigns.
- Self-motivated, driven to succeed.
- Analytical, creative, out-of-the-box thinker.

For a complete list of position responsibilities and attributes of the ideal candidate, [click here](#) to see the full Job Description.





## Salary & Compensation

Salary for this position is very competitive and commensurate with experience with a discretionary bonus program.

## How to Apply:

**A.** Please submit, both a **cover letter and résumé**. **We require your files to be submitted as PDF documents.** We prefer that you send both your cover letter and resume as one combined document. *Please do not send your cover letter in the body of an email.* Send your **PDF** files to ADK Executive Search at: **[BKSV@adkinternational.us](mailto:BKSV@adkinternational.us)**

**B.** Please complete the ADK employment application form at: **[ADK Application Form](#)** *(this is a secure link)*

Filing Deadline: Open  
Until Filled

Only complete electronic  
submissions will be considered.

Email questions to: **[BKSV@adkinternational.us](mailto:BKSV@adkinternational.us)**

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