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PRODUCT BUSINESS MANAGER ESS

Security Systems | Robert Bosch AB | Region: Sweden | Location: Kista | Functional Area: Marketing

Do you want beneficial technologies being shaped by your ideas? Whether in the areas of mobility solutions, consumer goods, industrial technology or energy and building technology – with us, you will have the chance to improve quality of life all across the globe. Welcome to Bosch.

Bosch Security Systems are looking for a Product Business Manager Engineering Software Solutions (ESS), with the main purpose to:

1. Manage and implement ESS business strategy in Northern Europe by ensuring that Bosch Video Management System (BVMS), Building Integration System (BIS), Bosch Access Control (AC), Cloud Based Service (CBS) and Security Escort (SE) products are successfully introduced, sold and supported throughout the whole life cycle.
2. Drive product growth above market and support business development within the Northern Europe to drive business through major influencer groups and end-users.
3. Create specific BU product or system solutions based on project-specific end-user requirements and/or specific vertical needs and support large project tenders and the related execution process.

Your contribution to something big

- ▶ Be responsible for turnover and margin of the Nordics
- ▶ Understand and promote BU ESS products USPs against competitors within Northern Europe
- ▶ Provide updates on product portfolio and new sales/design tools to key customers
- ▶ Inform, support and challenge region sales for solution approach and BU ESS product groups
- ▶ Develop and implement market strategy for a defined product group
- ▶ Coordinate product launch (manage launch plan, run launch and evaluate)
- ▶ Support and ensure local training & certification of relevant products according to official standards
- ▶ Translate end-user requirements into a technical conceptual with the use of standard BU ESS products
- ▶ Prepare conceptual system designs and commercial quotations
- ▶ Manage business planning, sales action planning and regular review of planning/forecasting
- ▶ Analyze market situation and take actions to gain market share and improve market positioning
- ▶ Conduct competitive analyses (portfolio and pricing) with major competitors

What distinguishes you

- ▶ Bachelor's degree in engineering/computer science
- ▶ Additional degree/courses in business administration or marketing is a preferable
- ▶ Experience with VMS or PSIM products, working with sales teams, product management and end customers
- ▶ You have previously successfully launched products to market and you have a good understanding of the marketing mix
- ▶ Fluent in Swedish and English (oral and written) is mandatory
- ▶ Excellent verbal and written communication skills, good presentation skills
- ▶ Strong skills in project management, ability to prioritize and meet deadlines
- ▶ Hard working, problem solver with analytical skills
- ▶ Ability to convince sales teams and customers using valid arguments
- ▶ Willing to travel regularly within the region

Make it happen.

If you have any questions regarding the position please contact Fredrik Thor, Sales Director Security Systems: +46704201777. We look forward to receiving your application. Send your application and resume by e-mail to Fredrik.Thor@se.bosch.com, labeled "Country BU ESS".