



The Commercial Vehicle Group, Inc. (CVGI) is a global leader in commercial vehicle system solutions for the heavy-duty truck, construction, agricultural, industrial, marine, and specialty industries. We take pride in building products the same way that we've built our company – with commitment, strength and focused direction.

We're successful because we are committed to continuous improvement. We aren't afraid to take chances with modern processes that may improve the tried and true. We are immersed in technology in every market we serve. We're growing, penetrating emerging markets, and constantly in pursuit of innovation that will improve, shape, and define the future of the global commercial vehicle industry.

We are currently seeking an experienced **Business Development Executive** at our corporate headquarters in New Albany, Ohio.

In this role, the incumbent will:

- Research the market about prospects, customers, partners and competitors and integrate the findings into a formal marketing plans.
- Develop marketing strategies and messages that will resonate with customers and help gain market share.
- Help develop and implement go to market strategies for new products and processes.
- Help develop and deliver the CVG value proposition and marketing messages for key products.
- Develop and implement social media strategy.
- Manage content for retail micro websites for CVG brands, including responsibility for search optimization initiatives.
- Analyze competitive products and update and maintain market research on customers, end markets and the competition.
- Work cross functionally to keep the business apprised of competitive analysis and opportunities about our customers' needs and procurement processes and timelines.
- Develop corporate capabilities marketing strategy to support strategic sales activities.
- Create industry-leading content that will engage, educate and inform customers and distribute it via trade media, digital/social marketing channels and sales presentations.
- Deliver marketing materials and campaigns on time and within agreed budgets.
- Create and maintain marketing analytics reporting.
- Support product line managers in general product management activities including product planning, market research, price analytics and the development of promotional materials.
- Help incorporate voice of the customers into product development decisions.
- Support pre-sales and lead capture activities at industry trade events.
- Develop sales presentations, white papers and marketing materials.
- Support new product and program launches with marketing collateral.
- Work with PLMs and division leaders to align marketing messaging materials to the Company's brand and strategy.

Requirements:

- A Bachelor's degree in either engineering, business, or marketing disciplines.
- 5-10 years of sales or business development experience in consumer, non-invasive medical, and industrial markets with a demonstrated track record of over-achievement.
- Proven ability to develop and initiate strategies for revenue and client count growth as well as expense control.



- Strong understanding of sales; experience building and running a sales team, is a plus.
- Build, maintain, and effectively manage a healthy sales pipeline.
- Accurately forecast sales results.
- Follow a structured sales methodology as well as meet and exceed sales quotas.
- Possess a basic understanding of injection molding and value-added processes.
- Exceptional references.
- The ability to work in a fast-paced environment with people with varying levels of experience and education is critical.
- Superb listening and reading comprehension, attention to details and excellent verbal and written communication skills are required.
- Have contacts, established relationships, and a history of successfully selling products or services to target markets.
- Proficient in Microsoft Office 2013 including advanced Word, Excel, and PowerPoint.
- Must be able to travel domestically and internationally, up to 50% of the time.
- Motivated, self-starter mindset is required; able to adapt to changing needs.
- Requires strong interpersonal skills, team player and multitasking abilities.
- Excellent written and "active" verbal communication skills with both internal and external customers.
- Ability to develop and maintain excellent customer relationships.
- Possess good planning and time management skills.
- Ability to use common sense to solve practical problems.
- Ability to interpret a variety of instructions furnished in written and oral form.
- Possess an inquisitive and curious nature.
- Desire to be part of a growth business and operate in an ever-changing environment.

Sponsorship is not available for this position at this time.

Our eligible associates enjoy competitive wages and benefit package including comprehensive medical, dental, vision, 401(k) plan, company paid life insurance, paid holiday and vacation time off.

Resumes may be submitted as directed below. Include the job title in all submissions.

Email:
HR@cvgrp.com

Fax:
614-289-0377

Mail:
CVG, Inc.,
Attn: Human Resources
7800 Walton Parkway
New Albany, OH 43054

Commercial Vehicle Group, Inc. is an equal opportunity employer and makes employment decisions without regard to race, gender, disability or protected veteran status.