

## Create Smarter Living – Join UEI as **Sales Director – Smart Home / IOT**

**Universal Electronics (UEI)** is an innovative world leader in sense and control technology for the smart home. Our vision is beyond the connected home, a smarter home where technology is our friend.

UEI's embedded software, hardware and cloud services provide intelligence to seamlessly control and interact with an expanding list of home entertainment and smart home electronics. We design & developed an extraordinary number of products for the connected home, backed by a complete ecosystem of data driven software solutions & cloud services for connected devices from leading brands in mobile, gaming and consumer electronics segments. In January 2019 we introduced a digital assistant platform for the smart home environment.

From our European HQ in Enschede we with major OEM's for STB's OTT's, mobile phones, tablets, TVs, and other consumer electronics products in EMEA.

### **Sales Director – Smart Home / IOT**

The Smart Home / IOT Sales Director is responsible for developing new business channels for Universals Smart Home solutions as well as working with Sales Directors for opportunities with current customers across the EMEA / India / SE Asia and Oceania regions.

This sales director is responsible for the turnover as agreed in the annual sales budget i.e. budget plan as well as the budgeted design-wins / NPI projects and delivering these NPI's to market. Additionally this role will involve representing Universal Electronics at trade shows and conferences where this individual has to manage the relation between Universal Electronics and his/her customers. The key parts of the role will be acquiring new customers within the assigned territories and working closely with other Sales Directors.

The Regional Sales Director reports directly to the VP Sales B2B EMEA & India

### **Main responsibilities**

- Defining the specific sales and marketing, i.e. business planning on how to grow the sales and market position in both existing as new verticals.
- Selling new product or technology concepts (tier one or two customers) as well as off-the-shelf platform products (tier three customers) to operators and/or Smart Home / IoT vendors within the territory.
- Defining the total and addressable market potential within the specific regions and verticals.
- Setting ambitious yet realistic strategic goals and objectives for the regions.
- Defining the clear organizational resources requirements to deliver upon these goals and objectives within the agreed time span.
- Managing the sales funnel (Prospecting, Qualifying, Positioning, Closing) to ensure ongoing flow of design-wins (ie projects/NPI's)

- Maintaining or organizing multi-stakeholder relationships between UEI representatives and the customer at various levels (eg. executive, technology, engineering, product, service, procurement).
- Understanding the customer's DNA, gaining an inside coach / promoter, knowing our competitive position as well as our account and project specific strategy to secure winning the right level and amount of projects/deals.
- Maintain contacts with complementary strategic partners towards our customer to improve our understanding inside the account and inside the project.

## Requirements

- Bachelor / master degree in engineering and/or business.
- Good technical grounding on key technologies in the Smart Home / IOT Space.
- Proven track record in Sales and / or Business Development .
- 5+ years of international sales experience in a comparable position.
- Technical understanding and/or affinity to Software/Electronics/Telecommunications.
- Proven track record of mastering the integrated / strategic sales process.
- Strategic thinking, entrepreneurial, networker, maintaining relationships, customer and result oriented.
- Location: Home office in UK or Netherlands or from office in Enschede, NL.

## Our offer

Be part of a team that has a true passion for innovation and technology. Those passions resonate worldwide throughout all of UEI's locations with talented innovators, engineers and designers. Working with biggest Broadcasters (Sky, Vodafone, LGI, Orange, etc.) and Integrators (Sagemcom, Technicolor, etc.) in Europe, middle East, India and South Africa. Team members are focused on improving the user experience while solving industry and consumer challenges. UEI offers talent the opportunity to develop oneself and grow both horizontally or vertically throughout the global organization.

## Contact details

For more information about UEI and the role offered, please contact Kuldip Johal – VP Sales, EMEA or Rianne Schutte – HR Manager at +31 534888000. Your application you can send to [careers@uei.com](mailto:careers@uei.com).

**Universal Electronics B.V., Colosseum 2, 7521 PT Enschede, The Netherlands**

<https://design.uei.com/>  
[www.uei.com](http://www.uei.com)  
[www.oneforall.com](http://www.oneforall.com)