



## **China-Britain Business Council (CBBC)/英中贸易协会**

**The China-Britain Business Council (CBBC)** is the UK's leading independent source of China business information, advice, consultancy and services for UK industry.

For more information about us, please visit our website at <http://www.cbcc.org>.

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In conjunction with our member organisation, Quorum, CBBC is currently looking to recruit a candidate for the following position, which will be based in Shanghai.

### **Business Development Manager - China, Shanghai**

#### **Location: Shanghai**

There may be a possibility of the post being based in Beijing for an exceptional candidate

*Package: Competitive salary range between **RMB 20,000 – RMB 30,000 /month** based on matched qualification and experiences*

#### **Company Introduction**

Quorum Technologies Ltd is a British manufacturer of scientific instruments primarily used for electron microscopy (EM) sample preparation. Electron microscopy is a key research tool in almost every area of scientific endeavour, from the fight against cancer and major diseases, through to food safety and the development of advanced microelectronics and new materials. Quorum's range of sputter coaters, cryo systems and other instruments play a vital role in ensuring that images and data obtained from specimens are fully optimised. Quorum products are available from all the main manufacturers of Electron Microscopes or via our extensive global network of distributors who sell and give excellent support to Quorum customers around the world.

Quorum Technologies is a subsidiary of Judges Scientific plc, an AIM-listed company specialising in the design and production of scientific instruments.

**Company Website:** <https://www.quorumtech.com/> (Quorum Technologies | Microscopy Coating | Cryogenics)

### **Main Purpose of the Role**

China is the largest market for Electron Microscopes and associated sample preparation equipment. Quorum has been selling to Chinese distributors for many years and is an established brand among SEM users. However, we believe that China is underserved by Quorum, and we should be selling more to this market. The Business Development Manager role is a new position, created to address the need for greater interaction with the Chinese market.

The position is a field-based business development role specifically targeting the Chinese electron microscopy market and other appropriate applications for Quorum EM sample preparation products. In addition, technical and commercial support for Chinese customers and distributors is a key aspect of this position

The job will be based at the CBBC offices in Shanghai or Beijing but will require extensive travel throughout China for sales visits, demonstrations, exhibitions etc. It is anticipated that a minimum of 50% of the time will be field based with the remaining time based at the CBBC offices.

### **Relationships**

Report to: Administratively to CBBC's office managers in Shanghai; functionally will report to and be supported by Quorum's Commercial Director in the UK.

Responsible for: No direct reports

Interacts with: Sales and Service departments, external customers

### **Role and Responsibilities**

The Business Development Manager will be responsible for making China into Quorum's biggest market for both cryo and coating sample preparation equipment. This will be achieved by promoting Quorum products directly to key users, managing existing sales channels and developing new channels. Key tasks include:

- Research the market, meeting with scientific users of Electron Microscopes to establish their needs, how they evaluate sample preparation equipment and how Quorum compares to competitors.
- Assess the capabilities of distributors and manage the quality of services provided to end-users.

- Review coverage of the Chinese market and recommend new partners who could help expand our presence in regional markets.
- Act as the voice of the customer, passing on feedback to the appropriate departments within Quorum. Travel to the UK for meetings and strategy discussions.
- Representing Quorum at trade shows, conferences, and business meetings, mainly within China, occasionally overseas.
- Drive the business in China to meet and improve annual sales and margin targets.
- Propose a long-term strategy for Quorum's business in China.
- Travel Required: 50%

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

### **Performance Measurement**

- Sales and Margin targets for China
- Concise, detailed, and accurate reporting of past results, future forecasts and KPIs as required by management.
- Ability to meet customer expectations and to maintain Quorum's established reputation for excellence.
- Ability to ensure that all established administrative routines and records are kept accurately and up to date.

### **Qualifications and Education Requirements**

Degree in a scientific subject or relevant experience.

### **Required Experience and Skills**

The successful candidate must have:

- Hands on experience with Scanning Electron Microscopes.
- A minimum of 5 years' experience in position with similar responsibilities and in a related technical field, selling to academia or industrial laboratories.

- Experience in development, implementation, successful execution of plans to generate new business in targeted market segments and prospects.
- Native level written and spoken Chinese.
- Excellent written and spoken English.

### **Preferred Experience and Skills**

- Experience selling SEM sample preparation equipment.
- Experience in managing distributors and agents.
- Experience in selling to large OEM accounts
- Hands on experience with electronic business data base and reporting systems, especially SAP B1.

### **Additional Notes:**

The Business Development Manager can expect regular overnight travel, with a large percentage of their time spent outside the company. This individual needs to be flexible with extending hours and days of work, when necessary, to meet the needs of customers and associates at Quorum. Valid driving licence required.

This role includes occasional overseas travel. Valid passport required.

Attendance at trade shows means that ability to sit/stand for long periods is required.

Assisting with packing/unpacking products will require bending, lifting, and carrying heavy equipment.

### **Benefits and conditions of employment**

CBBC offer competitive packages which include basic gross salary, social insurance, medical insurance, housing fund and generous leave entitlement.

The gross annual package for this position is **RMB260K– RMB390K** with annual pro rata leave entitlement of 22-days for Chinese nationals.

Interested candidates are invited to send a letter explaining how your personality and experience meet our requirements and an indication of your current salary and expected salary together with detailed CV to the following email address: [CBBCCLPHR@cbbc.org](mailto:CBBCCLPHR@cbbc.org). Please use “**Quorum SH – Candidate Name**” as the subject of the email.

We regret that only short listed candidates will be notified and that applicants who fail to provide a cover letter and use wrong subject of email will not be considered. The closing date for applications is **29<sup>th</sup> August 2022**.

Telephone enquiries and personal visits will NOT be accepted.

