

# Market Development Manager

## **DAFA, Sweden**

### **The position**

We are looking for a Market Development Manager in Southern Sweden to develop new businesses in key strategic verticals such as HVAC, electronics, and medical technology. Your mission will be to be responsible for taking over a pipeline of existing customer dialogues, but more importantly to work proactively to find new customers and projects. The role involves working closely with the innovation and procurement team at DAFA to ensure a high success rate in securing new projects.

In the role you will also:

- Define annual growth plans for existing and new accounts, including initiatives, goals, and actions
- Build long-term relationships with customers by continuously proposing solutions that meet their goals and needs, making DAFA a preferred supplier
- Structured and proactive maintenance of a healthy pipeline with new opportunities
- Work structured and data-driven in systems like Microsoft Dynamics AX and Power BI

You will be part of a Nordic sales team with colleagues in Sweden, Denmark, Norway, and Germany. You report to the Nordic Sales Director.

When you are responsible for a business area where customers are located all over Sweden, you must be able to travel and stay overnight. Other days you work from home.

### **What we offer**

An innovative culture where there is a tradition of breaking new ground - also when it comes to solutions for customers. We invest in long-term growth, to which you will also contribute.

We also offer:

- A good culture that involves respect and freedom
- An international perspective and a growth strategy that has a great influence on our daily pulse
- An opportunity to become a key player in our growth journey
- Competency development within Commercial Excellence

Collaboration is the key to mutual success, and you get the support - even on technical issues - needed to get the job done.

### **About you**

To succeed in the role of Market Development Manager at DAFA, it is important that you have solid experience in sales and are used to working independently. You are used to working successfully with new customer sales. You get energy from meeting new customers and being on the road and don't need to have colleagues on site. You are used to working data-driven and understand the importance of being able to calculate projects and see the value of working in a structured way and using CRM systems to facilitate your everyday life in the sales role.

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## We are looking for someone who:

- Have experience of working within or towards one of our business verticals
- Solid sales experience from a similar role
- Can document success with new customer sales
- Advantage if you have worked digitally with both tools and lead generation

We look forward to receiving your application today!

If this feels like your next step, send your application as soon as possible. Selection and interviews will take place in February 2024, but don't wait to apply for the role! We work with continuous selection, so don't wait to send in your application.

**Apply [here](#)**  The recruitment is handled by Johnny Björklund at SalesOnly.



## Who we are

Making small invisible changes with a big impact...

### At DAFA, we seal, we absorb, and we protect.

With a passion for foam and rubber, we are specialized in making small invisible changes with a big impact. We seal cold air from hot air – and absorb sound to create silence. We dampen vibrations, and we protect objects against shocks and damage. And while our products may seem unnoticeable, they are always irreplaceable.

### It all started in 1939 in Denmark.

What began as an entrepreneurial family business producing sealing strips of bronze has today expanded into an international operation – manufacturing the unimaginable across three continents. We cut, we print, and we innovate new solutions. From small nose pads for face masks to protecting large wind turbine blades during transportation, we combine cutting-edge production equipment with great engineering skills and know-how to develop solutions geared to the demands of the future.

### But it all begins with our people.

Engineers, operators, or quality controllers. At DAFA, everyone is a master of their craft, united into a culture like a family. Our ambitions are global, but our values are practical and local.

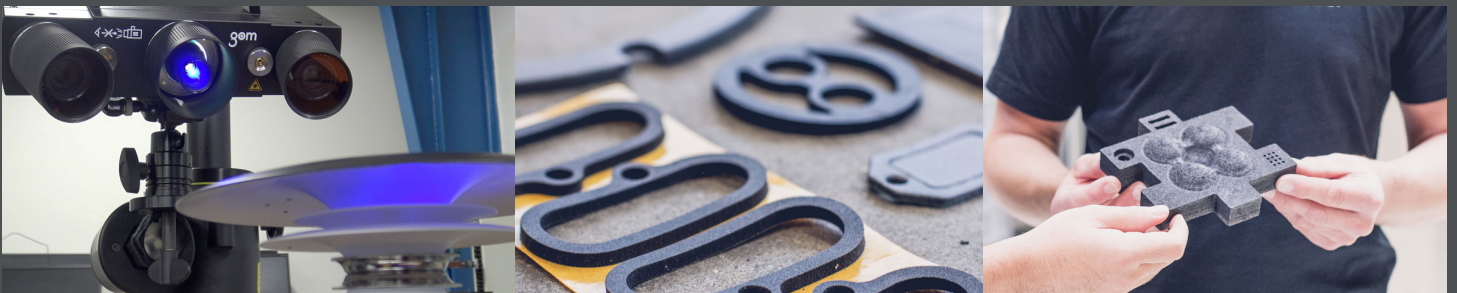
### World-class solutions driven by our passion for innovation and sustainability.

Like our products, being visible to the world is not the most important for us. We simply care about being good at what we do and the difference we can make. We go to work every day to earn the trust of each other and our customers – together shaping the future of manufacturing by pushing the industry standards for quality and more sustainability.

We want our 'invisible' products to bring a noticeable impact and make DAFA the best in the world at what we do. Seal, absorb, and protect. One innovative solution at a time.

For more information about DAFA, visit us on [LinkedIn](#) or [dafa-group.com](http://dafa-group.com)

Watch a short movie about DAFA [here](#)



[dafa-group.com](http://dafa-group.com)

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