



POWER UP YOUR CAREER. WE ARE **HIRING!**

New Business Development Mgr Electrification (M/F/D)
Viernheim, Germany or Roermond, NL (40 hours/week, hybrid)

Ready to shift gears?

Are you looking to advance your career in a dynamic, multi-national environment? At Briggs & Stratton we are passionate about our products and solutions – driven by innovation and designed for our customers. Now, we are on the hunt for a motivated **NBD Mgr Electrification (m/f/d) to strengthen our team.**

In this role, you will be responsible for identifying and realizing new sales opportunities and markets in the **European region** for our expanding portfolio of batteries, chargers, motors & controllers. You will define, plan and execute short and long term strategic goals, build key customer relationships, and negotiate and close business deals.

The market development expands beyond our core traditional markets of construction, agriculture, turf, power generation and emergency services to identify high growth potential applications and categories in diverse markets such as robotics, rail, ground support equipment etc. This is a strategic and exciting growth position given the momentum of the energy transition taking place in Europe.

Sounds good? Shift gears and **get in touch now!**

SUCCESS – POWERED BY **YOU**

In your role, you will be given the opportunity to

- Identify and recruit new OEMs / Technology Partners to drive placement;
- Support engine sales team to ensure new battery placements within existing customer base;
- Provide technical consultation & support on battery selection/ installation for the application;
- be responsible for sales/GM growth;
- Monitor the market / competition.

POWERED BY **PASSION** – IS THIS YOU?

Who we are looking for

- Minimum 5 years of experience in business development and sales or related field, with proven ability to develop new business plans
- Strong technical sales background ideally in electrification; comfortable engaging in technical discussions relating to battery and electrification components;
- Ability to analyse sales trends to identify alternatives that will maximize sales opportunities;
- Ability to translate corporate commercial strategy and goals into regional and actionable sales initiatives;
- Excellent written, verbal, and interpersonal skills to work effectively with diverse groups of people
- Proven ability to work independently and plan, prioritize and organize multiple projects and business demands;
- Fluent in English and primary language used in area of responsibility and/or location;
- Willing to travel extensively up to 50%

BEYOND FREE COFFEE AND CONVENIENT PARKING

We don't just power our customers' applications – **we empower people!**
Join a workspace that drives your success with:



A Global Team -

Join a diverse, multi-national environment that fuels innovation.



Competitive Benefits & Rewards -

including an attractive pension scheme.



Work-Life Balance -

Flexible working hours, a hybrid working model and a competitive vacation package that help you recharge.



Support when you need it -

Access to a 24/7 Employee Assistance Program, offering free, independent support for both work and personal life.



Recognition that matters -

Outstanding work doesn't go unnoticed, with positive feedback and an official Employee Recognition Program.





READY TO BE POWERED BY POSSIBILITIES?

APPLY NOW!

If you are interested in this position, **please upload your CV and letter of motivation (incl. salary expectations) in the form below.** Please note that for this vacancy, we are working exclusively with **Approach People Recruitment.** <https://www.approachpeople.com/>

By applying, you agree for your information to be shared with Approach People for review.

MEET BRIGGS & STRATTON - WE ARE GLOBAL!

Briggs & Stratton, headquartered in Milwaukee, Wisconsin, provides innovative products and diverse power solutions to help people get work done. Briggs & Stratton is the world's largest producer of engines for outdoor power equipment, and is a leading designer, manufacturer and marketer of lithium-ion battery, standby generator, energy storage system, lawn and garden, turf care and job site products through its Briggs & Stratton®, Vanguard®, Ferris®, Simplicity®, Snapper®, Billy Goat®, Allmand® and Branco® brands. Briggs & Stratton products are designed, manufactured, marketed and serviced in more than 100 countries on six continents.

Briggs & Stratton is committed to a policy of equal employment opportunity. The Company conducts all employment practices without regard to race, sex, color, religion, national origin, age, disability, protected veteran's status, pregnancy, genetic information, sexual orientation or any other basis prohibited by law. Briggs & Stratton also undertakes affirmative action to assure equal employment opportunity for minorities and women, for persons with disabilities, and for protected veterans.

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