



Market Development Manager

(1 Permanent full-time position located in Edmonton, AB, Shepshed, UK, or Logan, UT)

Who We Are

Campbell Scientific is a recognized leader in designing, manufacturing, and installing environmental and infrastructure measurement and control systems. Our employees are devoted to maintaining our innovative quality and dependable brand of choice recognition.

We at Campbell Scientific are committed to satisfying the measurement instrumentation needs of our customers, especially those who are working to advance science and technology for the benefit of humankind. We love creating software and hardware that help our clients make a difference in the world. From measuring weather atop Mt. Everest to water supply for the Panama Canal, our clients help society address the need for clean air, clean water, a good supply of food, reliable well-built infrastructure and safe, efficient transportation.

Who You Are

If you have a passion for what we do and are aligned with our core values of being accountable, respectful, client-centric, a team player, innovative and continually improving, then see if you have what else it takes to join our high-energy team.

Our Ideal Candidate:

- A bachelor's degree in the field of Science, Engineering or Marketing
- 5 years of experience in Sales or Marketing within a technology company
- Demonstrated competency of the application of measurement technology with a preference for those with experience within the meteorology, hydrology, aviation weather, or surface transportation weather markets
- Proficiency with MS office and Customer Resource Management (CRM) tools
- A self-motivated individual with strong problem-solving and organizational skills
- Strong written, verbal and presentation skills with the ability to lead cross-functional teams
- You possess a growth mindset along with a high level of emotional intelligence (EQ)

About The Role

The Market Development Manager will play a key role in the strategies and direction of the organization. Key to this individual's success will be understanding clients and trends in target markets, developing plans for profitable growth, and working with a global team to achieve profitable growth. This position will work closely with regional sales teams to monitor and ensure growth of the global sales pipeline, strategically track important opportunities, and deploy global resources to compliment regional efforts to

maximize the sales pipeline value and conversion rate. The Market Development Manager will develop key relationships within influential organizations in the market community to help establish Campbell Scientific as a thought leader, improve the company's position for future projects, and to learn of upcoming projects to pursue. Key responsibilities of this role include:

- Staying up to date on current market trends
- Developing plans for profitable growth
- Monitoring a global sales pipeline while setting goals to achieve key metrics
- Managing a team of business development and sales support professionals
- Identifying influential organizations, developing opportunities within key markets, and monitoring project listings from relevant organizations
- Advising regional sales personnel regarding effective opportunity development strategies
- Assigning business development and sales support professionals, and coordinate with proposal managers, sales teams and client services to ensure a high-quality global proposal response
- Travelling up to 25 % to attend trade shows, conferences, and meetings to represent Campbell Scientific
- Focusing on team success and client satisfaction while exemplifying our core values

Reach Out to Us!

Apply directly to Saif Akhtar in Human Resources at hr@campbellsci.ca and include your resume, cover letter and salary expectations. Visit www.campbellsci.ca to get a picture of what we do!

No agencies please.