

Impact Coatings AB, the leader in innovative PVD coatings for fuel cell bipolar plates and other leading-edge applications, seeks an entrepreneurial President - EMEA to expand our presence in the EMEA region, with particular focus on the German market.

Impact Coatings AB is a publicly listed Swedish company that develops and produces PVD thin film coatings and coating systems for metal bipolar plates, which are key components in fuel cell systems. Our systems also coat automotive safety products such as radar antennas and radar shields as well as other applications. We are an innovation leader in the rapidly growing hydrogen energy and fuel cell industry. Impact Coatings has entered a joint development agreement with Hyundai Motor Company to advance the state of the art of fuel cell coatings. Hyundai owns nearly 10% of the equity capital of Impact Coatings and is represented on our board of directors.

To accelerate our progress primarily in the fast-growing fuel cell segment, Impact Coatings is recruiting a President - EMEA to help drive sales of our in-house coating services and of our advanced, industry leading PVD coating systems in the EMEA market.

Strategic Objectives & Phases

In phase one, the candidate will primarily sell Impact Coatings' solutions for fuel cells to relevant European automotive customers, where the German market will be a priority.

Your objective will be to generate leads, meet prospective customers, and drive the sales processes to successful conclusion. You will meet, or better yet, exceed annual sales targets as per the regional business plan and budget.

When Impact Coatings has signed up the number of customers as stipulated in the regional business plan, the assignment will move on to phase two.

In the second phase the candidate will establish Impact Coatings' regional presence by recruiting a team of professionals within the areas of sales, technical sales support, project management and customer services. Your team can either be located centrally or distributed across the region.

The Role

Phase One

- You will develop high quality business strategies and plans and ensure their alignment with short-term and long-term objectives.
- You will liaison with customer decision-makers who are planning on implementing production of metal bipolar plates and/or fuel cell stacks for use in automotive, other transportation, and stationary power applications.
- You will build and maintain strong, lasting customer relationships.
- You will work with the Impact organisation, primarily marketing, R&D, and operations, to enhance our offering to align with market demand.
- You will maintain a deep knowledge of the markets and industry of the company.

- Frequent travel within your target markets and occasionally to HQ in Sweden will be required.

Phase Two

- You will establish Impact Coatings' presence in Germany, and as business grows you will recruit commercial and technical professionals across EMEA to capture the opportunities and support the prospects and customers.
- You will establish Coating Services centers where we coat the customers' products, leveraging our own personnel and our own machines, to capture the market where customers do not want to invest in a machine system, but prefer a service model.
- You will have full ownership and accountability for the regional P&L.
- You will oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- You will provide inspired leadership regionally as well as company-wide.
- You will support the group CFO to manage the region's fiscal activity, including budgeting, reporting, and auditing.
- You will build alliances and partnerships with other organizations in co-operation with the management team.
- You will work closely with the human resource department to ensure successful recruiting.

Your Profile

- 10+ year track record of lead generation, sales execution, and commercial development of capital equipment and/or advanced production services in the automotive sector, with a network of high-level, technical, and procurement contacts.
- Direct commercial and/or technical experience in hydrogen energy-/fuel cell-/electrolysis-/battery electric vehicle-/other "clean tech" applications.
- Entrepreneurial, solution-oriented approach to meeting customers' requirements.
- Excellent negotiation skills.
- Written and oral communication skills characterized by clarity, thoroughness, and openness, with an ability to address all levels of the customer's organization.
- Experience in cooperating with technical sales support and engineering to define and meet demanding customer requirements and purchasing criteria commensurate with what is customary among automotive OEM's and Tier 1 suppliers.
- Quick to establish the trust of customers and colleagues through depth of knowledge, humility, and results orientation.

- Ability to recruit, manage, and lead sales and technical sales support professionals as the organization expands.
- Understanding of human resources and personnel management.
- Experience of managing budgets and forecasts, being measured on revenue, gross profit, operating expenses, and cash flow.
- MSc/MA in business administration or relevant field.
- Fluent English and German are required, Spanish is a plus.
- EU citizenship or permanent residency.

Location

Your location is flexible within Germany, provided business objectives are met. We have offices currently in Linköping (HQ), Seoul, and are planning to open a North American office.

Our Team

We are currently 30+ professionals covering a variety of commercial, manufacturing, and technical disciplines. Our work environment is casual and collegial, with a strong team spirit and regular social events.

We are constantly striving to improve quality in everything we do, with ISO-9001:2015 as a baseline measure but ambitions consistently increase as we grow. As a small but growing organization, we are eager to help across disciplines to facilitate problem solving and sharing of knowledge. Our board of directors is comprised of highly engaged individuals with significant industrial breadth and depth globally.

Your Application

In this recruitment process we are working with Get Ahead Executive Search GmbH.

To apply for this opportunity, please send your resume to:

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