



## Pacific Scientific Position Description Statement

**Job Title:** Market Segment Manager

**Department:** Sales

**Reports To:**

**FLSA Status:** Exempt

**Prepared Date:** January 15, 2010

### **DANAHER CORPORATION:**

Recognized as one of *Fortune* Magazine's Most Admired Companies, the Danaher Corporation is approximately a \$12 billion publicly-traded company (NYSE: DHR) that designs, manufactures, and markets industrial and consumer products. The company focuses on the advantages of strong brand names, proprietary technology, and leading market positions. The Company has grown faster than our competitors and we plan to keep exceeding industry growth rates through share gains, aggressive new product development, international expansion, and acquisitions.

Danaher obtains competitive advantage through excellence across multiple disciplines including; general management, manufacturing, marketing, finance, human resources and business development. Their significant investment in leadership identification and development is preplanned, long term, and approved and funded at the Executive Board level. In summary, Danaher seeks senior executives who are leaders, strategic, creative, highly intelligent, courageous, and great developers of managers.

Danaher associates, located in more than 30 countries around the world, are active participants in the powerful management process called the Danaher Business System (DBS). This cohesive and pervasive philosophy begins with outstanding people and superior market-driven and customer-driven plans. The Danaher Business System provides the tools and methodology to continuously advance quality, delivery, customer service, and reduce cost.

### **PACIFIC SCIENTIFIC GROUP SUMMARY:**

Pacific Scientific Aerospace is a group of seven operating companies, each recognized as an industry leader in the design, development, and manufacture of aviation equipment and aviation safety equipment for commercial, military, business and general aviation industries. Key product capabilities include aircraft and vehicle fire protection systems, aircraft electrical power generation, storage, conversion, distribution, interconnect and management systems, motors and actuators, crew restraint systems; high pressure components, aircraft security systems, aerospace ball screws, and mechanical and electro-mechanical subsystems.

Pacific Scientific Aerospace has facilities in North America, Europe and Asia. Building on the foundation provided by Danaher Business System and the company's core values, Pacific Scientific's associates are pursuing a focused strategy aimed at creating a Premier Global Enterprise.

This position is with the 'OECO Division' of Pacific Scientific Aerospace.

OECO, LLC is based in Milwaukie, Oregon and is a worldwide supplier of specialty electrical power conversion and power generation equipment focusing on custom design for manufacturing, and environmental testing of electro-magnetic devices and power conversion and generation products for defense electronics, commercial aerospace and medical sectors. With over 350 employees and exceptionally qualified engineers, OECO is a leading supplier to major customers such as Boeing,

Raytheon, Honeywell, de Havilland, GE, BAE Systems, IBM, ITT, Lockheed Martin, Cessna, Northrop Grumman, Sikorsky, the US Government, and Medtronic.

Our custom power supply, magnetics and power generation products are used in a wide range of sophisticated programs. Since 1946, OECO has been supplying its customers with highly engineered and reliable products that are the result of an ongoing commitment to continued technological advances through our many engineering and manufacturing process initiatives.

### **POSITION SUMMARY:**

The Marketing Segment Manager will facilitate profitable sales growth for all products offered by OECO in their targeted market segments. This position will be accountable to develop and execute market segment strategies that position the value of the brand and its product technologies and services, establish and manage sales and distribution, and will actively engage in the sales process and ensure customer satisfaction through out the customer acquisition and value delivery process.

The position will also prepare and/or support the delivery of marketing collateral materials to support the complete sales cycle. Responsible for leading the capture and proposal process as one of the key voice of the customer's advocates and will lead the commercial negotiation. This position will collaborate with the Program Management organization in moving new business through the product life cycle and for the strategic planning of the business growth, and the product and technology road maps that will enable the continued success of the business.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

Along with those identified below, other duties may be assigned.

- Development and execution of the Strategic Plan for the assigned Business segment. These plans need to communicate detailed market assessments with near and long-term priorities
- Develop and execute a –go-to market plan for each assigned market segment.
- Focused objective is to increase the number of positions we hold on each platform within the segment, and to increase the dollar value on each platform.
- Participate in industry events, symposiums, and trade shows as assigned.
- Leverage the use of key Danaher Business Tools (DBS) in the management of the business segments including VOC, Value Selling, Accelerated Product Development, Innovation 2 Engineering and manage the opportunities and capture processes in Safe forces.com.
- Lead the pursuit and capture activity for market segment ensuring a timely response to the customer while moving the pursuit through the gated proposal cycle.
- Provide focus in the capture activity to understand the competitive environment, the source selection process, the selection criteria, and the most important requirements and the political landscape of the account.
- Develop product strategies and technology road maps that provide the greatest opportunity for the company to capture targeted Gross Margin.
- Communicate to internal groups the outcome of the negotiations/proposals focusing on conveying the expectations set forth for each group i.e. clear details, critical timeframes, and expectations.
- Customer Satisfaction; ensure that an enduring and sustainable support strategy is in place to ensure a long term relationship can be achieved.
- Manage and execute Policy Deployment action plans & countermeasures as assigned.
- Key Deliverables:
  - Market segment plans
  - Booking and revenue plans – Forecasting
  - Sales funnel management
  - Proposal and quotation tracking/ management
  - Key account plans
  - Strategy
  - SWOT
  - Key contact plans
  - Weekly activity reports
  - Monthly activity reports

## **EDUCATION and/or EXPERIENCE**

- Bachelor's Degree in Business, Marketing or Engineering. Master Degree desired
- A minimum of 5 to 7 years experience in Aerospace (military, commercial and aftermarket) in a global market place desired.
- Broad Strategic Vision must be capable of leading frontline sales activity or achieving performance objective through channel partners to meet strategic and tactical goals.
- Must be able to lead the organization through strong solid business performance sound communications skills and a passion about the business with out having other direct reports.
- Must be capable of working autonomously and maintain a regular and flexible travel schedule to meet customer demands.
- Must be a team player and possess strong interpersonal skills to integrate the VOC and the VOB ( Voice of the Business)
- Experience in complex negotiations. Desire a background in Government contracts.
- Strong working knowledge of Microsoft Office: Word, Excel, PowerPoint and Microsoft Project.
- Ability to multi task and close projects in a timely manner.

## **PROFESSIONAL QUALIFICATIONS:**

- A proven performer with a solid track record of accomplishment and logical career progression.
- Delivers results; demonstrated track record of driving sales growth, customer expansion and market share growth.
- Process orientation with a proven track record of profitable growth and an excellent reputation for functional leadership
- Demonstrated experience increasing revenue within existing accounts by broadening or deepening product placement.
- Ability to establish and manage long-term customer relationships where account management is a consultative, added-value partnership.
- Having both strategic and tactical dimension and capabilities, can analyze the market, competitors and company strengths and weaknesses while devising winning strategies.
- Strong financial, bottom-line orientation. Excellent analytical skills and solid business acumen with ability to balance the needs of the market place with sound business judgment.
- Demonstrated ability to meet objectives, drive results and operate with the highest level of urgency in solving problems.

## **PERSONAL CHARACTERISTICS:**

- Strong interpersonal skills with the ability to quickly build relationships inside and outside of the organization.
- A creative, innovative and critical thinker who can identify both short and long-term new customer and revenue enhancement opportunities.
- Knowledge of how to create differentiation and competitive advantage. Must be obsessed with continuous improvement and have experience in companies with an atmosphere of change.
- A self-starter who has a high drive for results and is motivated by success.
- Strong listening skills with the ability to assimilate information and translate it into business solutions.
- Sound judgment with the ability to make decisions and present recommendations with clarity and conviction to serve the business' objectives. Ability to think outside of the box for future growth and drive innovation to meet the needs of the customer in a profitable and practical fashion.
- Excellent written and oral communication skills, professional appearance, attitude, and demeanor.
- Ability to establish credibility through demonstrated expertise, integrity of his/her initiatives and a willingness to take a critical view of stretch goals and initiatives to drive "breakthrough" results.
- Strong leadership potential with ability to lead by example and through influence rather than by edict. A team player that can collaborate and build consensus within cross-functional areas.
- The commitment to being part of the integrated organization. The desire to support the needs, priorities and goals of the organization.

- The genuine commitment to fostering long-term growth and development of associates, with particular attention to how their talents can best be utilized to meet current and future business needs. Quick read of talent and caliber of others. Can identify the most important factors for success in people and not be fooled by superficial looks or presentation. Quick to act on own insights with people and business.
- Values consistent with Danaher's culture. Places the best interests of the organization ahead of personal gain. Solid sense of self-confidence. High expectations of self. Welcomes challenges and stretch goals. Resilient under high workload, high stress. Flexible. Independent, self-initiating versus looking to upper management for direction. High level of integrity and ethics.
- Knows self well (strengths and development needs). Plays to strengths but not afraid to identify and work on weaknesses. As a self-improver, embodies the "kaizen" philosophy.
- Open, communicative, give and take dialogue, seeks input from others, but not dependent on getting a consensus. Good listener – both in being receptive and in asking good, probing questions to illuminate an issue. Keeps people informed – the "what's" and "why's" of issues. Perceived as trustworthy, honest, non-political. Tells people where they stand – lots of sincere recognition and clear direct negative feedback when necessary. Does not shy away from constructive conflict and confrontation.
- Excellent problem solving, quick and penetrating mind, learns a new environment quickly. Can manage "down and in" as well as "up and out." Identifies and communicates the key priorities to the organization, remains focused.
- Demonstrates strong Danaher values ("walks the talk"). Pragmatic in dealing with the real-world problems and pressures. Fosters cross-functional problem solving and cooperation.
- High sense of urgency.
- Perceived as strong, respected, fair leader, with emphasis on developing the strength of the team. Identifies, recruits, and develops the strongest talent. Is proactive in developing, remediation, or removing weak players. Delegates real responsibility and holds people accountable. Tough-minded without being personally attacking. Helps people feel good about themselves even when challenges are daunting. Organized/Strong time and project management skills. Has the charisma to lead a dynamic organization. Lead by example and create strong followership.