

Job Specification

Role: Business Development Manager

Location: APAC region, ideally Kuala Lumpur

Salary: Competitive based on experience

Contract: Permanent

About Synaptec

We are a highly innovative company based in the centre of Glasgow, Scotland. Founded in 2015, our goal is to reduce outages and the operational cost of modern, clean power networks by providing advanced monitoring and control systems based on our patented core technologies. Grid operators and clean power generators use our systems across a range of diverse environments on- and off-shore to instantly know the health and performance of their assets over unprecedented distances. To achieve our goals, we recruit the most talented individuals and develop their abilities to the full.

We are a signatory of the Scottish Business Pledge (<https://scottishbusinesspledge.scot/>) and are committed to boosting productivity and competitiveness through fairness, equality, and sustainable employment. We aim to take full advantage of diversity of experience and thought and to ensure that no applicant or employee receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation or identification, marital status, or race. We are proud to be an accredited Living Wage Employer and member of the Living Wage Foundation.

We conduct ourselves according to four core values:

- **Technical excellence:** We are committed to recruiting the most outstanding engineers, physicists and seasoned industry specialists, and investing in their continuous development.
- **Openness:** We work hard to sustain a culture of openness that underpins honesty, respect, and directness with each other and all stakeholders.
- **Responsiveness:** We thrive on challenge and seek to deeply understand customers' problems and drivers and respond with creative, robust solutions.
- **Continuous improvement:** We constantly evaluate how we can improve, and we firmly believe that only by continuously adapting and improving can we remain at the frontline of our discipline.

Overview of Role

- Your job as a business development manager is to build new credible and long-lasting relationships with target customers in the power industry across the Asia Pacific region, to understand their operational needs and commercial drivers, and help Synaptec to deliver compelling value propositions which lead to rapid sales growth.
- This role will manage new and existing customer relationships, identify new business opportunities and new applications, and bring qualified opportunities to the company.
- Managing the intersection of the customer with engineering, customer service and production functions, the ideal candidate must possess strong communication skills,

have a track record in complex project sales to large utilities and represent the company with passion, commitment, and credibility in global markets.

- The post will report on a day-to-day basis to the company's VP of sales and will be expected to provide updates to the wider team on business development activities.

Essential criteria

The candidate must be able to demonstrate:

- At least four years of customer-facing experience (e.g. field applications engineering, sales engineering, or business development) in the electrical power sector
- An excellent academic qualification to at least graduate level in a relevant subject
- Excellent verbal and written communication skills and attitude, with an ability to convey technical information in clear and simple terms
- Confidence with interdisciplinary team-working in a high-technology growth environment
- Ability to articulate complex value propositions effectively
- Experience with capital sales through complex supply chains
- Prepare concise, accurate, high-quality documents and presentations including business cases and proposals
- Self-motivation and an ability to work autonomously, efficiently, and rigorously including the ability to manage own time and workload effectively
- A desire and ability to travel to meet customers and partners in person

Differentiating criteria

- Experience with business development for new product launches or technology commercialisation within the power industry
- Familiarity with HV asset management
- Familiarity with HV protection and control systems