



VÉA Sourcing search  
**Segment Managers**  
**Greece**

**REF# 579**



May 8<sup>th</sup> of 2024

***Dear all,***

***We're looking for Segment Managers, in Greece, for one of our Clients from the Construction Sector.***

***This is a permanent position (Full Time Equivalent role).***



We have 2 open positions.

The Segment Manager plays a crucial role in developing and implementing strategies to target a specific Customer segment.

The primary responsibility is to understand the needs and preferences of different market segments and tailor Company's products and services to meet those requirements (product offering, services and solutions).


Pivotal role in understanding and meeting the unique needs of different Customer segments, this involves a combination of market analysis, product customization, strategy development, and effective collaboration with various internal teams.

- Related Segments: **Infrastructure** and **Residential**
- Reporting to the Marketing Director

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 CLIENT

Our Client is a key player from the Construction Industry, operating worldwide.

 LOCATION

Athens, **Greece** (at the HQs).

Applications from outside Greece will be considered, as long as matching the search criteria.

 SCOPE

- ✓ Contribute to Company's accelerated deployment & growth in Construction solutions both as main product lines and as complement to existing product lines,
- ✓ Manage product strategy, develop business expertise,
- ✓ Define with R&D innovative international ranges and their supporting launch package,
- ✓ Support local expertise, skills & innovation through on-demand support, training and experience sharing,
- ✓ Contribute to strategy and market intelligence for the related business,
- ✓ Contribute to Company's transversal innovation projects,
- ✓ Frame & coordinate European norms & regulations with countries.

### **Main responsibilities:**

Contribute to build a vision and to build products and services positions regarding main segments, offer & technologies, organizations through the value chain.

### **1. Strategic Planning**

- o Develop and implement marketing strategies that align with the overall commercial transformation objectives of the Company.
- o Collaborate with Senior Management and other relevant stakeholders to define key marketing goals and metrics tied to commercial transformation.

### **2. Market analysis**

- o Conduct market research to identify opportunities for commercial growth and transformation within the Company.
- o Evaluate market trends, Customer behavior, and competitive landscape to identify opportunities and threats to feed into marketing strategies.
- o Contribute to business development including expertise sharing for M&A.
- o Assess the size and potential of each market segment to prioritize and allocate resources effectively.
- o Contribute to build a vision and to build products and services positions regarding main segments, offer & technologies, organizations.

### **3. Brand Positioning and Messaging**

- o Work on refining and enhancing Company brand positioning to support commercial transformation goals.
- o Develop compelling and targeted messaging that communicates the value proposition of Company's products and services in the context of commercial transformation.

### **4. Customer Understanding**

- o Develop a deep understanding of the needs, preferences, and pain points of Customers within each identified market segment.
- o Conduct Customer interviews, surveys, and feedback sessions to gather insights and feedback.
- o Collaborate with sales teams to gather on-the-ground insights and feedback from Customer interactions.
- o Work on dedicated construction segments (ex. Infrastructure) by identifying the segment opportunities in terms of segments, priorities, conditions for success, norms & regulations.

### **5. Product and Service Customization**

- o Work closely with product development teams to customize existing products or develop new products that align with the specific needs of each market segment.
- o Collaborate with product development teams to create marketing plans for new and existing products aligned with commercial transformation objectives.
- o Collaborate with the marketing team to create targeted marketing materials and campaigns for each market segment.
- o Ensure that the Company's products and services are positioned competitively within each segment.
- o Develop and implement go-to-market strategies for product launches and updates.
- o Help on complement existing businesses (ex. Mortars, concrete, services...) with related product Strategy Director.

### **6. Performance Monitoring**

- o Establish key performance indicators (KPIs) to measure the success of marketing initiatives related to commercial transformation.
- o Monitor and analyze the performance of products and services within each market segment, along with the performance of marketing campaigns and strategies.
- o Regularly report on the success and challenges of market segment initiatives to the leadership team.
- o Help to integrate sustainability & Performance in developments supporting R&D to accelerate on the technology to meet these 2 targets, this in close cooperation with the Marketing Sustainable team,
- o Coordinate with cement and ready-mix teams to define the best offer and optimize approaches.

## 7. Relationship Building

- o Build and maintain strong relationships with key Customers and stakeholders within each market segment.
- o Act as the primary point of contact for segment-specific inquiries and concerns.
- o Collaborate with sales teams to ensure effective communication and support for segment-specific initiatives.
- o Develop strong ties with countries based on the on-demand principle,

## 8. Strategy Development

- o Develop and implement market segment strategies that align with the overall business objectives of the Company.
- o Collaborate with cross-functional teams to ensure alignment and seamless execution of segment strategies.
- o Drive Product strategic development & contribute to transversal strategic projects.

## 9. Cross-Functional Collaboration

- o Collaborate with other departments such as sales, marketing, operations, and finance to ensure seamless execution of market segment strategies.
- o Work closely with the sales team to provide training and support for effective implementation of segment-specific initiatives.
- o Support, coach, and train local people,
- o Help them to define their local opportunities and roadmap in CC by bringing his/her expertise,
- o Be the interlocutor of Local /Regional Managers & Directors,
- o In close collaboration with R&D, commercial and Purchasing teams and with the involvement of selected & motivated pilot countries develop international ranges with their complete launch pack.

## 10. Continuous Improvement

- o Stay informed about industry trends, technological advancements, and changes in Customer preferences.
- o Identify opportunities for continuous improvement in product offerings, Customer experiences, and segment strategies.

Key Indicators (specify possible perimeter and figures related to the position):

- Development (green growth & profit) in new segments,
- Projects delivered & business contribution (€);
- Participating countries,
- Countries' demand for help.

**Job Complexity** (main elements defining the complexity of the job):

- ❖ Contribute to increase the knowledge on segment approach at all levels, connecting with many different interlocutors centrally, globally and country wise,
- ❖ Drive innovation with countries without hierarchy links and contribute actively to transversal projects:
  - o Foster innovation, brainstorming.
  - o Networking with countries, MDs, Region CEOs, R&D, Operations.



**TECHNICAL PROFILE**

• **Education:**

- o Holds a Bachelor's Degree in economics, Business, Engineering, or a relevant field (min. MSc level, MBA).

• **Knowledge / Experience / Technical competencies:**

- o Strong experience in Construction and Building industries → From cement or mortar (with Companies such as Legrand, Schneider, Somfy, etc.).
- o Good marketing maturity.
- o Project management with proven results.
- o 10+ years of working experience in similar Senior Management capacity and regional role with proven Leadership and Management experience and successful track record and expertise in international business transactions (M&A, project development)
- o Demonstrated achievement of excellence in the workplace and continual process improvement
- o Strategic and structured mind, good mastering of marketing tools (from segmentation to launch).
- o Excellent analytical and synthesis skills are a must.
- o Problem solving & decision-making skills, meticulous and eye for detail.

• **Skills and Abilities:**

- o Connecting with countries in a functional mission,
- o Proficiency in MS Office
- o Capacity to lead and embark countries & central teams in new business areas,
- o Very well organized
- o Excellent communication (with verbal & written English proficiency), presentation, in ability to navigate and work in matrix organization, regional and senior management, investors, internal and external stakeholders
- o Sets priorities, gets things done,
- o Analytical & practical mind
- o Full autonomy
- o Creative, deal-focus, and ability to build relationship and solutioning.
- o Strong leadership, and a team player



## REMUNERATION

Attractive package.  
Expenses reimbursed.



## PROBABILITY

Absolute certainty.



## LANGUAGES

Excellent verbal and written communication in English.

**Greek** (fluent or native level) is plus.

Excellent written and oral command in other foreign languages, such as **French** or **German** (or others) are a plus, too.



## START / END

Immediate.



## WORKLOAD

Full time.

Priority will be given to full time available Candidates, ready to take a permanent position.  
Candidates will need to be authorized to work in Greece.

Interested? Thanks to forward us a **COVER LETTER** with your **RESUME (in English)**, respecting the [TEMPLATE 1 application format, from our website](#), mentioning the **579** reference.

Please send a unique file to [application@veasourcing.com](mailto:application@veasourcing.com), along with the results of [Your Self-Assessment](#) and your commercial conditions.

Only complete applications, strictly answering to the expected criteria, will be addressed.

If no answer was given to you after a period of 10 days, please consider your application as not selected.

*If this role isn't right for you, don't forget to forward it to your own network - it may be perfect for someone else!*



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***Our backbone is made up of Operational Excellence and Continuous Improvement!***

***Drawing on a Global Resource Network, VÉA Sourcing recruits your Strategy, Transformation and M&A Consultants, as well as your PMOs, SMEs, Interim and Transition Managers, Worldwide.***

***We secure ALL business cases, in ALL sectors.***

***Trust us with your profile searches:***

- Free of charge***
- No commitment***
- Full confidentiality guaranteed.***

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**Note-taking:**

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