

Title: Marketing Manager (m/f) – Biochemicals

Company: UPM

Location: Augsburg

UPM leads the integration of bio and forest industries into a new, sustainable and innovation-driven future. Our products are made of renewable raw materials and are recyclable. UPM consists of three Business Groups: Energy and pulp, Paper, and Engineered materials. The Group employs around 24,500 people and it has production plants in 16 countries. UPM's annual sales exceed EUR 10 billion. UPM's shares are listed on the Helsinki stock exchange. UPM – The Biofore Company – www.upm.com

New Businesses & Development organization (NBD) is part of the UPM Technology Function. The role of NBD organization is to evaluate, develop and commercialize new business ideas that support and are aligned with UPM strategy. Current NBD business and technology development portfolio consists of three programs: Biochemicals, Fibril Cellulose, and Advanced Fibre Materials. Biochemicals program includes three sections: Processes and Production, Performance Chemicals and Building Blocks.

The main purpose of this role is to lead UPM business development operations for Chemical Building Blocks and to commercialize various lignocellulose based chemicals. Marketing Manager, Chemical Building Blocks, will analyse various business segments, identify business opportunities, develop business cases, implement commercialization strategies, and build up a network of external partners. She/he will also work closely with Manager, Chemical Building Blocks, in formulation and implementation of Chemical Building Blocks strategy.

The ideal candidate for this role is highly motivated and energetic individual who has strongly business oriented mindset having a great work experience from the chemical industry. She/he is also very much results oriented and due to the nature of the role in question, has a capability to effectively manage multiple tasks at the same time. Work experience from similar businesses is required.

Main Tasks and Responsibilities:

- Marketing and Sales in UPM Chemical Building Blocks
- Support UPM Chemical Building Blocks business development operations
- Commercialize lignocellulose based chemicals
- Analyse business segments and identify business opportunities
- Create business plans and cases for selected business opportunities
- Carry out and steer business feasibility evaluations
- Participate in formulation and implementation of UPM Chemical Building Blocks strategy

- Create and manage commercial strategic external partnerships
- Create and manage customer networks within the chemical industry
- Ensure alignment of related UPM initiatives with Chemical Building Blocks product development
- Create potential sales & marketing network for new businesses

Requirements:

- Master's degree (or higher) in chemistry
- Three years of relevant work experience in sales & marketing from chemical industries
- Experience in business development (or other related area)
- Fluency in English (other languages considered as an asset)
- Business oriented and entrepreneurial mindset
- Ability to work and lead projects in matrix organization
- Structured way of working and ability to meet deadlines
- Good project management skills
- Track record of being a good team player and contributor to common targets
- Excellent communication and presentation skills
- Readiness to travel

Deadline: 19.02.2012

Apply here: <http://joberate.com/redirect/url/27a41dc9-b2fe-e7f5-d652-b490ff6875e1>