

JOB DESCRIPTION

POSITION: PLC/HMI Specialist – Rockwell Automation

LOCATION: San Antonio, TX

REPORTS TO: DIRECTOR OF AUTOMATION

Responsibilities & Duties:

Market and manage all PLC/HMI product sales

- Stay abreast of all PLC/HMI products
- New Customer development and Marketing Skills
- Ability to analyze market conditions, develop an annual business plan and coordinate its implementation
- Ability to define and grow new markets for emerging product technologies
- Ability to understand market conditions, competitive forces, determine market share, and identify opportunities for growth
- Ability to administer and implement marketing, promotion programs, and product launches from Allen-Bradley product businesses
- Must have excellent communication skills to gain customer trust and respect

Sales Leadership Skills

- Ability to implement PLC/HMI business plan, then motivate and support outside/inside sales to proactively execute
- Strong presentation skills in a group and individual situations
- Strong arbitration skills to effectively listen, communicate, and gain consensus
- Ability to lead and coordinate the sales teaming efforts (including Rockwell Automation) required to identify and to close account conversions

Technical Skills

- Have core competency in PLC/HMI programming and product knowledge
- Ability to travel to support multiple locations as required
- Responsible for developing and implementing the PLC/HMI portion of the annual distributor's business plan in conjunction with the Rockwell Automation's Area Manager
- Ability to be the focal point for all communication between Rockwell Automation and the distributor on PLC/HMI issues
- Be a technical resource for the customer and distributor personnel for PLC/HMI
- Responsible for launching new PLC/HMI products to sales personnel within the distributor cluster. This includes product training, competency with demo equipment, and target account identification with sales personnel
- Be an advisor and advocate for appropriate PLC/HMI inventory to provide excellent customer service
- Ensure the inside and outside sales force has a base level of PLC/HMI expertise necessary to support daily sales activity
- Participate in required training for PLC/HMI products, HOT training, Automation Fairs, and Rockwell Automation on The Move activities

- Must be able to learn the company's business system to participate in daily work flow
- Analyze sales data to determine gaps in product sales. Work with account manager to sell in the gaps
- PLC/HMI responsibility may also include ancillary products that enhance the distributor's market position
- This is a company wide position. Travel to other South Texas locations to drive PLC/HMI sales growth is required (Must be able to travel 40% of the time)
- Special projects as required by Area Sales Director

Qualifications:

- A four year engineering or technical degree, or appropriate experience
- 5 years experience in the electrical distribution industry heavily in the PLC/HMI area
- Strong understand in Ladder logic and HMI programming
- Completion of the company's training requirements
- Good organizational and time management skills
- Excellent follow-up
- Excellent customer service skills
- Good problem-solving abilities