Job Title: Kantar China Automotive Business Development Director

Location: Beijing or Shanghai or Guangzhou

## Role:

Would you like to become famous for delivering $3mm incremental revenue for Kantar Greater China whilst in turn helping the leading Chinese Automotive Giants answer the key business questions they have through actionable insight? Kantar China has established a highly entrepreneurial Business Development team which you would be the leader for the business development activities with the automotive Giants within China with the following key responsibilities:

* Personal responsibility for the full sales process (prospecting to contract signing) to develop revenue with key Chinese Automotive clients, with worth US$3mm.
* Lead the China selling plan to be the “go to” insight experts for key Chinese Automotive clients in China.
* Influence the Kantar business to improve our solutions for Automotive customers to ensure we continue to win.

You will be incentivised to target potential new clients for Kantar Greater China and identify their key business questions that can be answered using Kantar’s market-leading suite of research and consultancy solutions. Examples of the business questions that we’ve been helping leading Chinese and Multinational brands answer in the last 6 months are:

* BYD – how should we accelerate penetration of electric car in China?
* Peugeot – how do we elevate retail excellence to drive higher conversion rate?
* BMW – How do we improve the effectiveness of our marketing campaigns?

You have the intellectual curiosity to help clients answer these questions in a way that delivers them tangible business growth and us a happy client who sees Kantar as their insight partner of choice, then this is the role for you. You will have the scope to be highly entrepreneurial to find new opportunities whilst knowing that you’re supported by the world’s leading team of data, insight and research experts.

## Skills & Competencies Required:

* 8+ years’ experience in a sales role in market research, Consultancy, or Media/Creative Agencies.
* Deep understanding and knowledge of the automotive industry
* Track record of delivering incremental revenue from a portfolio of clients in China
* Demonstration of consultative selling skills in meetings, pitching and proposal writing
* Good breadth of key client contacts in the automotive sector in China and strong networking skills
* Ability to write clear internal briefs that articulate the client’s key needs
* Engaging oral/written communication skills required
* A self-starter able to go after client opportunities tenaciously
* People management experience is preferred
* Fluent in Mandarin
* At least conversational English but strong written English skills
* Working knowledge of Microsoft Office (PowerPoint, Excel and Outlook)

## About Kantar

Kantar is home to some of the world’s leading research, data and insight brands. In China it comprises of 11 specialised businesses that focus on four key areas:

* Consumer Insights: driven by the experts at Kantar Millward Brown, Kantar TNS, Kantar Worldpanel & Lightspeed
* Consulting: driven by the experts at Kantar Vermeer, Kantar Retail, and Kantar Added Value, and Kantar Futures
* Healthcare: driven by the experts at Kantar Health
* Media: driven by the experts within Kantar Media CIC, CTR & CSM

Collectively, they offer the most complete view of the Chinese consumer: the way we live, shop, watch and connect. Our offer covers the breadth of techniques and technologies, from purchase and media data to predicting long term trends; from neuroscience to eye-tracking; from large scale quantitative studies to qualitative research.

Kantar’s value to clients lies increasingly in the connections we can make between these businesses, connecting different data sets results in richer and deeper insights, generating customized, more effective solutions and services to our clients. We also provide access to other partners and the riches of the wider WPP parent group, the world leader in marketing communications services with 3,000 offices in 111 countries.

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## Working Relationships:

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| Reporting to: | Kantar Greater China New Business Development Leader |
| Team: | You will be within a team of 11 people:   1. Kantar Greater China Business Development Leader (your boss) 2. Kantar China Digital & Ecommerce Business Development Director (your peer) 3. Kantar China Automotive Business Development Director (your role) 4. Kantar Southern China Business Development Director (your peer) 5. Kantar Northern China Business Development Director (your peer) 6. Kantar Eastern China Business Development Director (your peer) 7. Kantar Southern China Business Development Manager 8. Kantar Northern China Business Development Manager 9. Kantar Central China Business Development Manager 10. Kantar Eastern China Business Development Manager 11. Kantar China Sales Operations Team Leader who will be responsible for Client database, PPT support, Lead Generation, and other Administrative support for you and the team. |
| Supported by: | You will build strong working relationships internally with the following people to (a) understand the Kantar offer; (b) unlock new client opportunities; (c) develop impactful proposals for clients; and (d) deliver the work you win in a quality way.   * Client Services within each Kantar Operating Brand – to support the design of the proposals you and your team create, but, more importantly, to deliver the work once it’s won and take on the on-going relationship with the client. * Marketing Teams – to create thought leadership content that can be utilised as conversation starters. * Commercial finance – to help with the pricing for all proposals * Legal – to support contractual negotiations with the client * HR – for recruitment and people management support * WPP agencies, especially GroupM – to unlock opportunities within their existing and target clients. |