



GRAHAM ENGINEERING

## JOB DESCRIPTION

**Date:** October 13, 2017

**Title:** Business Development Director Aftermarket

**Reports to:** VP Global Sales

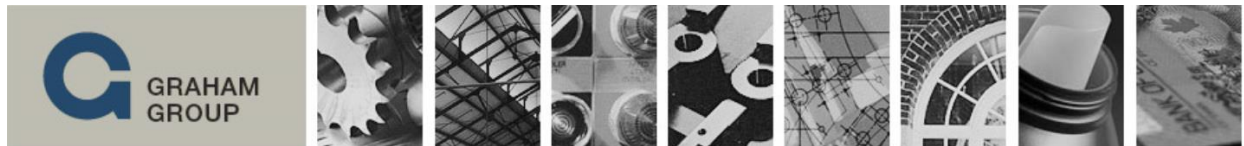
**Location:** York, PA

**FLSA Classification:** Exempt

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### Background:

Graham Engineering Corporation truly is a convergence of leading technologies, people & capabilities in extrusion.



Over half a century ago, industrial entrepreneur Donald C. Graham founded a design engineering firm in a farmhouse basement in central Pennsylvania. From this emerged several leading, global manufacturing businesses spanning packaging, capital equipment and building products industries. As of year-end 2011, the legacy operating businesses that share the Graham heritage collectively operated in more than 90 locations worldwide and generated approximately \$3.5 billion in annual revenues. In more recent years, this alliance has grown to include several substantial, independent investment management businesses also holding the common Graham legacy. Based in York, PA, a tenured team of operating and investment professionals actively oversee several of the legacy operating businesses that bear the Graham name, as well as an investment management business managing assets exceeding \$1.25 billion.  
About Graham Group ([www.grahamgroup.com](http://www.grahamgroup.com))

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### A Company with Three Strong Brands:



#### **The global standard in wheel & industrial extrusion blow molding solutions™**

With more than 400 solutions installed in customer locations in 20 countries, Graham Engineering Corporation (GEC) is the global standard in wheel & industrial extrusion blow molding solutions. GEC technology is known worldwide for quality, reliability, and productivity. GEC offers package design, development & plastic processing expertise along with monolayer, multilayer & barrier extrusion blow molding equipment & technology upgrades. With the flagship Graham wheel, leading accumulator head technology & bottle machinery, GEC systems produce billions of plastic containers of all shapes & sizes, industrial & automotive parts each year.

About GEC ([www.grahamengineering.com](http://www.grahamengineering.com))

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GRAHAM ENGINEERING



**The preferred provider of engineered solutions for plastic, rubber & silicone extrusion™**  
*Custom is our standard™*

Specialized in solving customer challenges, American Kuhne (AK) is the preferred provider of engineered solutions for plastic, rubber & silicone extrusion. AK solutions comprise standard and custom single screw extruders, feed screws, extrusion systems & specialized turnkey systems for medical tubing, laboratory, narrow web, pipe, tubing & profile systems. Beginning with the customer's application & applying decades of processing expertise along with in-house screw design, each AK solution is designed to meet exacting specifications. It is then manufactured & tested by an experienced team of professionals & supported throughout its life with parts & service.

About American Kuhne ([www.americankuhne.com](http://www.americankuhne.com))



**The global standard in high performance sheet extrusion solutions™**

Welex is the global standard in high performance sheet extrusion solutions. With over four decades of leadership, innovation and performance, Welex leads the industry with solutions installed in more than 3,000 customer locations in 69 countries. Welex innovations include co-extrusion and multi-layer methods that lead the industry as well as dozens of barrier lines installed globally. Each Welex solution is designed, manufactured, commissioned and supported throughout its life by an experienced team of professionals. Welex continues to evolve its solutions in an increasingly competitive global market creating a new standard by reducing capital and operating costs, resulting in accelerated return on investment with a trusted brand.

About Welex ([www.welex.com](http://www.welex.com))

**Current Products:**



- Extrusion Blow Molding
- Rotary Wheel
- Shuttle & Shot Pot
- Accumulator head

- General purpose extruders
- Medical tubing solutions
- Screw design

- Sheet extrusion solutions
- Multi-layer & barrier



## Position Summary:

The Business Development Director Aftermarket (BDDA) of Graham Engineering (GEC) reports to the VP Global Sales of the Graham Engineering Corporation and is a key member of the company's sales leadership team. The BDDA is responsible for directing the organization's Service, Parts and Aftermarket System Rebuilds to meet or exceed the company's strategic goals and initiatives. He/she will oversee all aspects of the aftermarket or Life Cycle Management (LCM) business and will be shifting the organization from reactive to a proactive strategy by defining, developing & implementing LCM solutions across all 3 brands & product sets. The selected candidate will cultivate a relationship with the sales team and employees at all levels in the company with good communication, collaboration and to further establish Graham Engineering as competitive force to be reckoned with in the plastics machinery business in the industries that we serve.

Within the first twelve months, the BDDA will be expected to focus on working with the VP of Global Sales and the BDD's of the three brands to elevate the presence of our aftermarket business. The selected candidate will improve performance of the entire aftermarket business by growing it from its current revenue level of 20-25% to 50% within three to five years.

### **Business Development Director Aftermarket**

GEC is a place big enough to coach and develop your current North American based team into a Global workforce. We're also small enough for you to find your fit and personal passion with a team of dependable, innovative thinkers who are developing their careers within a diverse, inclusive, empowering environment.

The aftermarket portion of our business is an innovative space in which you'll develop solutions that will support our customers while fueling your advanced career skill set and empowering you to own your career. Our integrated businesses demand the talents and creativity of individuals with a wide range of skills and experience.

This is an exciting opportunity in York, Pennsylvania for a Aftermarket Business Development Director. Graham Engineering is where you can work on industry leading projects.

### **Your Impact Will Happen In These And Other Ways:**

The role supports our aftermarket parts business and includes products which are utilized across all of our brand families, applications and markets – through each stage of the product lifecycle. This role is responsible for opportunity management which includes identifying new growth opportunities, developing and executing strategies to realize these opportunities and managing new business growth for key market segments. Additionally this role is responsible for ensuring that aftermarket organization executes consistently in the areas of aftermarket marketing, channel management, engineering, purchasing, remanufacturing and logistics.

1. Strategy - establish guiding principles and build consensus from leadership for the aftermarket strategy
2. Global – utilize learnings from mature markets to set direction for and to support / enable local teams in the implementation of this direction in developing markets
3. Execution – drive action, ensure accountability and support consistent execution in marketing, channel management, logistics, quality, purchasing and remanufacturing functions
4. Growth – drive the growth mindset in the actions of each region for each product line.
5. Identify and address growth opportunities through channel, product offerings and customer partnerships.
6. Service – manage, develop and grow our service organization from being reactive to ongoing installation and customer service requests into a contract driven proactive sales arm of the company to drive significant LCM growth.
7. Contract management/compliance - Experience tailoring customer service and parts contract T&Cs and/or managing compliance processes.
8. Negotiations - Systematic preparation of customer or other negotiations including development of negotiating strategies/positions tailored to objectives; Ability to achieve desired outcomes in negotiations (financial and other).



9. Utilize product, price, channel and agreements to optimize aftermarket throughout equipment life-cycle Ensure purchasing, remanufacturing and logistics capabilities are in place to execute these strategies in cost effective manner.

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## Role Responsibilities, Priorities, Qualifications:

### Professional Core Competencies

1. **Significant, appropriate prior experience:** The selected candidate will have 10-12 years of related and progressive aftermarket experience (preferably within the plastics machinery/capital equipment manufacturing environment. The ideal candidate will be energized by the opportunity to accomplish the following: (a) understanding customer requirements and delivering solutions; (b) improving products to address customer needs and competitive threats; (c) managing complexity across applications, regions and life-cycle stages; (d) delivering results which provide value to our customers, strengthen loyalty to GEC products, and improve overall LCM profitability. The ideal candidate should be able to effectively communicate with all levels of the organization and across functions.
2. **Business acumen:** The BDDA will have a strong business acumen honed from a significant career as a senior Sales leader. They will have decisive analytical and problem solving capabilities. While not a CFO, they will be comfortable around Balance Sheets, Income and Cash Flow statements.
3. **Relevant business experience:** The selected candidate will have a thorough knowledge of the capital equipment and service industry, preferably in the plastics machinery business.
4. **Strong people and team building skills:** The BDDA must have documented success evaluating talent and continually recognizing opportunities to improve the LCM team as required.
5. **Technology proficiency:** Significant prior experience with ERP systems (Visual 8 platform desired) and Microsoft Office Suite of products will be required. ERP and CRM Experience a plus.
6. **Educational credentials:** College, university, or equivalent degree in engineering, sales, marketing, technical or a related subject required. ERP and CRM experience a plus.
7. **Essential skills, behaviors:**
  - High integrity
  - Strong leadership skills, unwilling to settle for mediocrity and strives to install an air of confidence and excellence in the entire team—"Team Builder and a Team Player"
  - Ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects.
  - Working knowledge of short and long term employee budgeting and forecasting.
  - Leadership: a demonstrated ability to lead people and get results through others
  - Planning: an ability to think ahead and plan over a multi-year time spans
  - Proven ability to promote collaborative thinking among their team and among other functional managers.
  - Excellent organizational and customer service skills; ability to manage multiple and competing priorities
  - Ability to establish credibility and be decisive—but able to recognize and support the organization's preferences and priorities.
  - Results oriented with the ability to balance other business considerations
  - Strong analytical, numerical, and reasoning abilities
  - Good communication skills, written and verbal
  - Exceptionally self-motivated and directed
  - Computer proficiency



- Commitment to Group culture and values
- Work cross-functionally to plan, prioritize & actualize service product development & launch
- Establish, socialize & measure LCM revenue quotas with sales team
- Assume ownership of equipment installed base data & its ongoing maintenance
- Build & continually update maintenance contacts dB for all sites within installed base
- Instrumental role in future CRM deployment (following conclusion of ERP deployment)

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### Personal Qualifications:

This professional must demonstrate a strong leadership, motivational, decision making and managerial skill set that is a true “value add” to our customers. The BDDA will be a team player fitting seamlessly into the Graham Engineering culture, leading by example, and supporting the team, and who values and displays a true “team attitude”. The selected candidate will be hands-on with a “roll up the sleeves” approach, willing to get their hands dirty in the operation. Candidate will possess strong communication skills, with the ability to articulate the plan and mobilize the team to deliver. Finally and significantly, the selected candidate must have and demonstrate the highest integrity and ethical standards and conduct him/herself in a manner which enhances the reputation of the Graham companies.

GEC is a culturally driven, financially focused company going through significant growth and corresponding change. Company associates are dedicated, hard-working, professional, well-trained, team oriented individuals. They seek ways to help the company grow and prosper and are deeply invested in its success.

The selected candidate will be worthy of trust and one whom others will readily follow. They will share in the commitment to Graham Engineering’s business model and future growth. They will possess a strong work ethic, confidence backed by ability, a proactive approach, and a sense of ownership focused on helping GEC succeed.

Additional personal attributes include:

- **Integrity** – Maintaining and promoting social, ethical, and organizational norms in conducting internal and external business activities. Nothing less than 100% ethical conduct will be an acceptable norm.
- **Strategic leadership** – Creating and achieving a desired future state (vision) through influence on company values, individual and group goals, reinforcements, and systems
- **Impact** – Creating a good impression, showing confidence without creating an air of superiority. The selected candidate must have the “executive presence” that will immediately establish them as credible within the organization
- **Teamwork/collaboration** – Working effectively with team/work groups or those outside the formal line of authority (peers, partners) to accomplish company goals; taking actions that respect the needs and contributions of others; contributing to and accepting the team’s decisions; subordinating their own objectives to the objectives of the company or team
- **Self-awareness** – Demonstrating a strong understanding of personal strengths and weaknesses and modeling the self-improvement behaviors expected from the company’s employees using the tools and practices of the company’s training programs
- **Communication/Presentation** – Possessing exceptional communication skills including verbal, written, and digital. Able to present ideas effectively to individuals or groups, targeting presentations to the characteristics and needs of the audience.
- **Being Hands-on** – Display a hands-on, roll-up-the sleeves leadership style, leading from the trenches instead of the board room.

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**Direct reports:** Spare Parts and Customer Service

**Travel required:** Approximately 50%