



# Role Description

Subtitle:	Commercial Director GmbH
Version:	230322
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Owner:	Director of Core Markets
Keep informed:	Commercial Director GmbH

## 1. Overview

The Commercial Director of OxTS GmbH has been delegated specific responsibility for overseeing commercial and customer support operations for the OxTS GmbH business and developing and implementing the commercial and customer support strategies of the business. The Commercial Director is accountable to the GmbH board and the Director of Core Markets for delivery. The Commercial Director GmbH should provide leadership and guidance in commercial matters encompassing account management and business development. The Commercial Director GmbH is responsible for the satisfaction of customers in Germany, Austria and Switzerland – this includes ensuring that technical services are set up and delivered to meet the needs of the market. The Commercial Director GmbH should work with the OxTS Ltd board to ensure there are appropriate policies and standards for this work.

## 2. Duties and responsibilities

### 2.1. Strategy and Policy

- Work with the OxTS Ltd Board and the Director of Core Markets to ensure OxTS GmbH strategy and business plan development is aligned with the overall company level strategy development and business plan.
- Actively search for and identify opportunities and risks relating to OxTS GmbH, but with particular emphasis on commercial matters.
- Develop a deep knowledge and understanding, within the company and personally, of the current and potential future needs of the market.
- Identify, promote and drive a program of initiatives to ensure that the right actions are taken to maintain and grow profitable sales.
- Be a strong advocate inside and outside the company for our products and services. Act as the "voice of the customer" in developing company strategy, to uphold customer interests and ensure their continuing satisfaction as key stakeholders in the business.
- Bring new information about customers, market, new needs and applications, trends, best practice in commercial processes, competitive products, changes in the business environment etc. to the board, and explain how/if this changes business plans or operational arrangements.
- Ensure that company strategy, business plans and policies are developed in alignment with all the above.

### 2.2. Compliance

- Identify and oversee the mitigation of business risks, particularly those of a commercial nature.
- Work with the OxTS GmbH board to ensure compliance with German commercial law.

- Ensure activities falling under OxTS GmbH adhere to the overall OxTS policies and quality management processes.

### 2.3. Commercial and Support Operations

- Provide leadership and guidance in commercial matters and matters of customer support.
- Oversee recruitment and development of the skills, knowledge, and capabilities of OxTS GmbH staff.
- Maintain an understanding of orders in the short to medium term to provide the revenue to fund expansion. Ensure appropriate risk management action is taken in response to significant deviations from expected order level.
- Maintain an understanding of the drivers for orders in the medium to long term and maintain a predictive model of orders for use in risk management and growth planning.
- Maintain an understanding of best practice across processes in the commercial area. Ensure that internal process performance information is collected. Use these to drive continual improvement across the OxTS GmbH business.
- Ensure that capable systems, processes, and people are in place to support efficient commercial and support operations.
- Manage a team who can provide training in the use of OxTS products and systems
- Manage a team who can provide customer support by helping them with the application of OxTS products; answer questions and resolve issues. Process and analyse customer data sets to establish cause of anomalies; assist to re-process data to remove or reduce effects of anomalies.
- Manage a team who can provide customer support by providing local calibration of OxTS units.
- Identify opportunities for new and improved products and services, based on feedback and requests from customers, and through developing solutions to customer application problems.
- Develop and maintain KPIs that provide feedback on key activities.

### 3. Revision History

Revision	Changes
230322	Document Created