



BUSINESS DEVELOPMENT MANAGER - EAST AFRICA

We are a leading international manufacturer of masterbatch solutions and specialty additives as well coloring for the plastics industry. To strengthen our presence in East Africa, we are looking for a highly motivated and entrepreneurial sales professional who thrives on developing new markets, acquiring new customers, and building long-term business relationships.



East Africa / Kenya



FULL TIME



Immediate

YOUR VARIED RESPONSIBILITIES:

- Develop and implement a sustainable growth strategy to expand our business and strengthen our market presence across East Africa.
- Identify, approach, and acquire new customers in key industries such as plastics, packaging, consumer goods, automotive, agriculture, and manufacturing.
- Conduct market and competitor analyses to identify business opportunities, market trends, and potential areas for growth.
- Build and maintain strong relationships with customers, distributors, and key decision-makers while expanding a valuable industry network.
- Manage the entire sales process from lead generation and customer consultations to contract negotiations and successful deal closure.
- Collaborate closely with technical, commercial, customer service, and supply chain teams to deliver tailored solutions and ensure high customer satisfaction.
- Maintain and develop the sales pipeline in the CRM system, provide regular performance reports, and achieve agreed revenue and new business targets.

YOUR PROFILE:

- Proven experience in B2B sales, business development, or technical sales
- Strong “hunter” mentality with a passion for acquiring new customers
- Professional experience in the field of plastics technology, masterbatch, or finishing in

connection with coatings (e.g., paints, varnishes, etc.)

- Excellent communication skills at all levels, from technical departments to senior management
- Confident in price and contract negotiations, with a focus on win-win solutions
- Highly self-motivated, structured, goal-oriented work style, and a strong drive to succeed
- Willingness to travel extensively within East Africa (clients, trade shows, meetings)
- Very good English language skills, both written and spoken
- Knowledge of Swahili is considered a strong advantage
- Proficiency in using CRM systems and MS Office applications
- Valid driver's license

OUR OFFER:

- An exciting role with significant influence on the development of our East African business
- The opportunity to work for a successful, internationally active family-owned company
- High degree of autonomy and entrepreneurial responsibility
- Professional support from experienced technical and commercial teams
- Competitive salary package with attractive performance-based incentives
- Flexible working environment with remote working possibilities
- Long-term career prospects within an international group

If you are passionate about sales, enjoy developing new markets, and want to contribute to the growth of an innovative plastics solutions provider in East Africa, we look forward to receiving your application

Join us and grow with us!

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