



The 12th ACM SIGGRAPH Conference  
and Exhibition on Computer Graphics  
and Interactive Techniques in Asia

**SA2019.SIGGRAPH.ORG**  
**#SIGGRAPHAsia**

# DREAM ZONE!

**Conference** 17 - 20 November 2019  
**Exhibition** 18 - 20 November 2019

Brisbane Convention & Exhibition Centre (BCEC),  
Brisbane, Australia



## SIGGRAPH ASIA 2019 Xsens Careers



### **Xsens**

Xsens is a fast-growing tech company in the 3D motion tracking industry. We're a company of very passionate people and want to deliver the best products for our global customers and for ourselves to work with.

To support our growing business in Asia Pacific, we are looking for talented professionals for our office in Shanghai, China.

**Location:** Shanghai, China

### **Job Openings**

#### **1. Business Development Manager 3D Body Motion**

We are looking for a highly motivated and experienced B2B Business Development Manager to manage existing (key) accounts and to generate leads and new business for our 3D Body Motion (3DBM) business in Greater China. In this role you are an agent for professional sales with a strong focus on results. You are responsible for keeping clients satisfied and delivering exceptional client service on a day-to-day basis.

You will be located in our new office in Shanghai from where you will be part of our global sales and support team, located in Shanghai, Hong Kong, The Netherlands and the United States. You will work with our Sales Manager APAC (based in The Netherlands) and our products specialists (Hong-Kong) on a daily basis. You will work with our successful local distributors who are specialized in our 3DBM niche markets. Your main focus will lie on executing business development activities and is focused on developing long lasting and strong relationships with new and existing Key Accounts, Key Strategic Partners and Distributors. You will also work together with the marketing team to optimize marketing activities in Greater China.

This is a new role in one of our new offices in Asia Pacific, supporting our plans for the Xsens 3D Body Motion market which covers the following industries: Animation, Movie, Game, Virtual Reality, Biomechanics, Ergonomics, Training & Simulation, Sport Science and more.

If interested, please submit your application **Susan Bakker** at [susan.bakker@xsens.com](mailto:susan.bakker@xsens.com).



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## Responsibilities:

- Responsible for the direct and indirect sales process, aiming at exceeding sales targets
- Submit short and long-range sales plans focused on closing contracts for multiple sales with Strategic Key Accounts
- Initiate and coordinate collaborative events, user meetings, workshops, exhibitions
- Responsible for working with the sales & marketing team to identify, interest and onboard new clients and developing existing client relationships
- Monitor and analyze customer's usage of our products and provide input for product development
- Ensure that sufficient, accurate documentation and customer/contract information is recorded in Salesforce.com

## Requirements & Qualifications:

The right candidate will have extensive experience in business to business, preferably in a fast paced high tech environment. A (technical) background and experience in relevant fields of expertise as Human Motion Capture, Animation, Sport Science and/or Biomechanics are considered an advantage.

Outstanding written and verbal communication skills and fluent Mandarin and English are a must. We are looking for an experienced professional, who also has:

- A Master degree in business administration, sales, science or engineering is preferred, though candidates with other degrees will be considered;
- Proven record of closing sales contracts with clear agreements and being in control of full sales processes
- Networking & presentation skills
- Ability to work independently and to act decisive; be self-starting and take initiative
- Has the mentality to independently solve problems and looks for opportunities to take on more responsibility
- Flexibility, e.g. to travel up to 40% of the time

## 2. Business Development Manager Motion Trackers, Asia Pacific

For a new product line, we are looking for a highly motivated and experienced B2B Business Development Manager. In this exciting role you will help starting up a new business by generating leads and identifying, managing and nurturing key accounts. You are an agent for professional sales and business development with a strong focus on results. You are responsible for keeping clients satisfied and delivering exceptional client service on a day-to-day basis.

You will be selling our new product line of motion trackers aimed for development of mobile applications in human motion analysis. You will encounter customers having very diverse and interesting applications. Typically your customers are working on the forefront of developing new high-tech applications, e.g. supporting the more and more arising needs for tele-rehab & coaching in sports. Your customers vary from start-ups to established companies.

If interested, please submit your application **Susan Bakker** at [susan.bakker@xsens.com](mailto:susan.bakker@xsens.com).



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You will be located in our office in Jiading, Shanghai where you will be part of our global sales and support team located in The Netherlands (HQ), Hong Kong, Shanghai and the United States. You will work with our team of Business Development Managers and Products Specialists on a daily basis, you will also work together with the marketing team to optimize marketing activities. Your main focus will be on executing business development activities and on developing long lasting and strong relationships with Key Accounts. You will be operating in the AsiaPac regional division where your main focus lies in the Greater China region.

## Responsibilities:

- Responsible for the direct and indirect sales process, aiming at exceeding sales targets
- Follow up leads and generate new business.
- Be the primary point of contact and build long-term relationships with customers and partners
- Responsible for working with the sales & marketing team to identify, interest and onboard new clients and developing client relationships
- Submit short and long-range sales plans, prepare sales strategies utilizing available marketing programs
- Help customers through in-person meetings, email, calls, online presentations and screen-share
- Develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors
- Responsible for keeping clients satisfied and delivering exceptional client service on a day-to-day basis
- Update job knowledge by participating in educational opportunities, reading professional publications, maintaining personal networks, participating in professional organizations
- Monitor and analyze customer's usage of our products and provide input for product development
- Liaise between the customer and internal teams as Sales Support, Marketing and Product Management
- Ensure sufficient, accurate documentation and customer/contract information is recorded in Salesforce.com
- Forecast and track sales metrics

## Requirements & Qualifications:

You are a hunter and you have an endless amount of energy to make an exciting new business to a success. The right candidate will have extensive experience and a strong track record in international business to business sales, while having a strong understanding in human motion measurement by experience or by education.

Written and verbal communication skills and fluent English are a must, as is IT literacy. This position requires a highly motivated, self-starting sales professional with technical acumen, who is focused on results and can interface and communicate effectively at all levels.

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- Master's degree in Science or Engineering, though candidates with other degrees will be considered
- Min. 5 years of experience and proven success in international B2B sales in a (high) tech environment
- Affinity or experience with wearable technology
- Proven sales record, customer centric with a strong focus on results
- Analytical, written and oral communication and presentation skills
- The ability to plan and execute on a tight schedule
- Works pro-actively to solve problems, looks for opportunities to take on more responsibility
- High level knowledge, understanding and experience with respect to modern CRM tools (Salesforce.com)
- Well organized, disciplined and professional funnel management
- Ability to travel in assigned region up to 30% of time
- Outstanding written and verbal communication skills and fluent Mandarin and English are a must. Skills in Cantonese, Japanese and/or Korean is a plus.

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