

Product Specialist

Mimaki Europe B.V., founded in the Netherlands in 2004, is a subsidiary of Mimaki Engineering Co., Ltd. in Japan, a manufacturer of products based on the inkjet and cutting technologies.

Mimaki develops industrial large format printers and the market in which Mimaki operates can be divided into three segments: Sign Graphics (publicity materials, billboard posters, signs etc.), Industrial Products (printing in colour directly on different materials such as plastics, metals, woods and glasses, etc.), and Textile & Apparel. Mimaki develops and sells hardware, software, consumables and spare parts for the complete product range for all product lines.

The Mimaki Product Specialist role is a key one within the Product Management Department, involving different tasks. This includes introducing new products, market & competitor analysis, and planning sales tools.

Key Responsibilities:

Product Launches:

- Implementing together with the Product Manager product launching projects;
- Assisting in creating Product Guides, Sales Guides, and Competitive Analyses;
- Conducting product sales trainings, internally and externally;
- Evaluating Mimaki's new products.

Analysis:

- Monitoring sales of released products in close co-operation with the Sales Department;
- Collecting and analysing competitor information and industry trends to develop business strategies.

Sales promotion:

- Developing, in close relation with the Product Manager, sales tools and materials based on analysis, and through working closely with the Sales Department and Mimaki distributors/dealers;
- Delivering those tools and monitoring the results;
- Building up strategic alliances with 3rd parties: RIP vendors, media vendors;
- Developing tools and useful applications for end users in close co-operation with the Product Manager.

New product planning:

- Translating customer feedback into appropriate new product introductions;
- Recommends product enhancements and updates to identify new business opportunities.

**Skills:**

- Entrepreneurial, takes initiatives;
- Analytical, accurate/precise;
- Professional attitude;
- Has the mentality “to get things done”;
- Being able to “take the next step”;
- Being able to work with tight deadlines;
- Experienced in project management.

Qualifications:

- HBO level or equivalent education;
- 3+ years of Sales/Marketing experience in the printing industry; preferably inkjet printing industry for Sign Graphics or Textile;
- Excellent knowledge of MS Office and Adobe;
- Excellent interpersonal communication, both written and verbal, presentation skills in English, Dutch and one other European language is preferred;
- At least 25% of (international) travelling will be required;
- The Product Specialist will work from Mimaki Europe’s office in The Netherlands.

Information & contact

For further information, please contact Mrs. Eléonore Gesell, General Manager / Manager HR. Tel. 020-4627645 or send a motivation letter with your resumé to:

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