

POSITION TITLE	Engineering Business Manager	DATE	8/09/10
DEPARTMENT/AREA	Sales	LOCATION	various
PREPARED BY (Name and Title)	Brett Odgers		
	Market Manager – Roadway Reinforcement		

I. PURPOSE OF THE POSITION: Concisely summarize the basic functions of the position.

EBM is responsible for marketing TenCate Geosynthetics’ products and services to the specifying community, which includes geotechnical and civil engineers. EBM will be assigned target locations and will work with Region Manager(s) to develop and implement a plan for each location. EBM will frequently conduct presentations for technical audiences in private and public engineering firms, at industry trade shows, and occasionally, to a TCG distributor. EBM should develop a network of relationships in the business and routinely follow up on those relationships for project leads, etc.

II. GUIDE TO THE POSITION – DUTIES, RESPONSIBILITIES: List and describe the “essential duties” of the position.

1. Develop and implement a technical promotion plan for key TenCate Geosynthetics’ products in the assigned market(s).
2. Work with Region Managers to develop a technical training and assistance program for representatives and distributors.
3. Provide technical support to Regional Sales Personnel and Marketing for the specific EBM marketed products.
4. Participation in Industry Technical Committees and memberships such as ASTM, FHWA, TRB, GRI, ASCE, etc.
5. Assist in the development of technical literature.
6. Assist in Research and Development of products.
7. Coordinate the communication of technical news and developments to Regional Sales Personnel.
8. Field technical and engineering related inquiries.
9. Coordinate with Market Managers on technical and engineering issues as they relate to Marketing strategy.
10. Coordinate with Market Managers to represent, and/or direct the representation of TenCate Geosynthetics in industry functions, memberships, and committees in a professional and ethical manner.

III. REPORTING RELATIONSHIPS.

- A. Reports to (Position and Name):** Market Manager – Roadway Reinforcement
Brett Odgers
- B. Directly Supervises (Position and Name):** NA

IV. SPECIFICATIONS OF THE POSITION.

- A. Minimum education required:** BS Engineering
- B. Minimum experience required:** Extensive independent judgement and product application experience with similar industries. Requires knowledge of TenCate Geosynthetics' product technology, customers, and the computer system. Minimum of 3-5 years related applications experience required.
- C. Description of working conditions/physical surroundings:** Depending on location, will work out of home office, or company provided office environment
- D. Shift work:** No
- E. Description of responsibility for work of others:**
- F. Contacts required inside or outside the Company:** **Inside:** Regional Managers, Region Engineers, Customer Service Representatives, Warehouse Personnel, Logistics Personnel, Marketing Personnel, Quality Control Personnel, Manufacturing Personnel **Outside:** Distributors, Independent Sales Agents, Engineers, Specifiers, Vendors

V. COMPENSATION.

Rate of pay (range):