

GENERAL MANAGER – TRADE SHOWS (GERMANY)

THE COMPANY

August Robotics is a company which builds **bespoke robotic solutions** to augment and **enhance the day-to-day lives** of ordinary people and businesses.

We believe that over the next generation, **specialised robots** will become ubiquitous in people's day-to-day lives, and August Robotics aspires to be at **the forefront of this "robotics revolution"**.

August Robotics is based in Hong Kong, but is now **entering the German market** to launch its first product, a **specialised robot named Lionel** who assists exhibition companies to **set up trade shows**.

August Robotics recently completed a capital raising round from a collection of **international venture capital** firms and is now **growing its team** aggressively.

THE ROLE

As General Manager – Trade Shows, you will be August Robotics' **first employee in Germany**.

You will lead the **business development and operations** functions of August Robotics' trade show business in Germany, primarily:

- **Building and establishing relationships** with major exhibition companies throughout Germany
- **Marketing and promoting Lionel** at conferences and industry events in Germany and around Europe
- **Negotiating long-term contracts** with German customers (with support from August Robotics management team)
- **Hiring and leading a team** of robot operators to supervise Lionel's work on-site at exhibition halls across Germany
- **Managing operations and logistics** to ensure Lionel performs his work for customers on-time and on-budget
- At all times **ensuring high levels of customer satisfaction** for Lionel's customers throughout Germany
- Once Lionel is established in the German market, assisting in the expansion of **operations into other European markets**, eg. France and Italy

There is some flexibility on the location of this role to suit outstanding candidates, albeit you must be based in a central location with **excellent transport connections to major German cities**.

YOUR SKILLS

You must show:

- **Entrepreneurial drive**, creative spirit and an ability to think laterally
- Outstanding **organisational skills** and attention to detail
- Ability to build relationships with potential clients, and to understand and **empathise with their business needs**
- Ability to **negotiate** effectively on behalf of the company
- Enthusiasm for robotics and a passion for **using technology to increase efficiency** in the business sector
- Willingness to work independently as **part of an international start-up**, leading and growing the company's team in Germany
- Proficiency in English, and **native fluency in German**

In addition to the above requirements, which you must demonstrate, the following skills would be extremely helpful:

- **Existing relationships** within the trade show industry in Germany and in continental Europe or overseas
- Experience working within the **technical operations team of an exhibition company**
- Familiarity with the **trade show setup process**
- **Management experience** (ie. hiring a team, P&L responsibility)
- Proven **B2B sales experience**
- Proficiency in French and/or Italian

You should be **comfortable with ambiguity** and excited by the idea of working in an entrepreneurial culture. You should be open to learning new things, and willing to jump in and lend a hand on a range of different issues when the need arises.

HOW TO APPLY

Compensation will be an attractive mix of monthly salary, German social security contributions and commission on sales made. To apply, please send your CV and cover letter in English to employment@augustrobotics.com.