



Job Description

Title: Chief Representative – Benelux

Company: Generate Ltd., registered in Shanghai

Reporting to: CEO

Starting date: October 2018

Availability: Full-time

Location: Belgium or Holland based; 20-40% travel to China

Background

Generate is a managed network of independent sales associates that serves medium-sized European companies generating sales and extending market reach in China, and it also facilitate blue chip Chinese companies on their expansion in Europe. Through our proven Sales Navigator Program and Generator Program, we provide companies with a low risk, cost effective and practical means to generate new and incremental revenues.

In addition, Generate has its own trading company which specialises in creating and managing distribution networks through independent proven sales performers based on success only.

We are experienced in the environmental, new technology, new materials, new process, information and communication technology, food and other high-growth sectors.

Founded in 2013, Generate is based in Shanghai and has representatives in London, Paris, Amsterdam, Antwerp, Frankfurt and Zurich. It is in the process of setting up a subsidiary – *Generate Bvba* in Brussels as the European Headquarter.

Snackeroo Ltd., invested by Generate, is a monthly subscription of premium snack boxes for large Chinese or international companies and individual young professionals to enjoy snacks happier, easier and healthier. It is proudly European owned and made.

Purpose of the Role

The primary purpose of this role is to present the Generate's solutions to Benelux companies, follow up with the leads and generate projects.

The second purpose is to managing existing and establish new partnerships or sales associates with Benelux organisations for pre-qualified introductions or project deliveries.

The third purpose is to project/ relationship manage Generate's existing and new clients.

Role and Candidate Profile

This is a full-time role with three months trail; it's both a conduit to help grow business and a stepping stone for the incumbent to develop the company culture to become an experienced BD Director or Regional Manager.



This is also a role for a natural networker and people oriented individual; someone who love to communicate and interact with others and is at ease selling and dealing with objections from highly successful individuals.

The incumbent shall be a Benelux national with at least 3 years relevant experiences; fluent in Dutch and English; conversational in Mandarin and French are desired.

The incumbent need to be independent and self-motivated as they are expected to manage their own time and make decisions with their own judgement. Taking calculated risks and learning from making mistakes are encouraged.

Initial tasks

1. Build upon Generate's strategy and partnership framework to prepare and implement the business development plan
2. Research and network to shortlist prospective clients to approach and follow up
3. Shortlist and approach boutique Benelux snack brands to import and distribute in China
4. Manage relationships with Generate's Benelux networks and partners;
5. Update Generate's marketing materials and website in Dutch, execute Google SEO/SEM, periodical benchmark on online lead generations
6. Liaison with Generate's European representatives
7. Manage the details in a secured cloud-based CRM

Reporting schedule: weekly formal review

Benefits

Full-time employment with attractive salary; allowances on car and gas etc; commission and early employee stock options

Applications

Please take a look at our website www.generate.net.cn and email your CV and motivation letter to liang@generation.net.cn