

»Maybe tomorrow thinking  
will be the same as doing.«

**Lukas**

Brand Strategy



## Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

## Category Business Manager SDA

BSH Electrocasnice S.R.L. | Full time | | Marketing | Senior Category Manager SDA |  
Bucuresti

### YOUR RESPONSIBILITIES

Accountable for the business unit's turnover growth, market share and profitability targets within the respective Sales Area. Defines and manages the local product portfolio with corresponding GTM measures. Responsible for bringing local perspective into business unit's strategic framework.

- / Responsible for product division SDA (small domestic appliances) .
- / Securing of BP targets for division SDA, with definition of a competitive assortment (price and feature).
- / Responsible for new product launching activities within Marketing department .
- / Definition and implementation of the BU's local strategy and holistic GTM measures (esp. assortment & pricing) .
- / Market and competitor analysis to identify market potential. Definition and implementation of the resulting market and product measures.

### YOUR BENEFITS

- / Indefinite term employment contract with a 3-month probation period.
- / International environment with broad opportunities for personal and professional development.
- / Flexible working hours and Home-office possibility.
- / Yearly bonus, mobile phone, medical subscription and other benefits.

### YOUR PROFILE

- / University Degree in Marketing, Economics or similar fields
- / Experience of at least 5 years in the function
- / Strong analytical skills and comfortable dealing with numerical data
- / Strong communication & interpersonal skills
- / Mother tongue Romanian; Fluent English written and spoken (C1)

### FURTHER INFORMATION

Please visit [bsh-group.com/career](https://bsh-group.com/career). We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

Home appliances under the brands:



**BOSCH**

**SIEMENS**

**GAGGENAU**



