

## Overview

# Printing Application Specialist

### **JOB PURPOSE:**

To guide customers through the correct advice on aniloxes for various applications like labels, wide web flexo, offset, and coatings to maximize print benefits and influence anilox sales.

### **POSITION IN ORGANIZATION:**

**Printing Application Specialist**

### **REPORTS TO:**

**VP Sales – Asia Pacific**

### **WORK LOCATION:**

**Asia Pacific Region & Middle East**

### **RESPONSIBILITIES**

- Able to communicate with ease with global technical teams, printing engineers & technicians from customer side, Apex sales and marketing team, and with sales partners from assigned territories of Apex Asia Pacific.
- Motivation and aptitude to continue learning new technology and upgrade knowledge on various applications in Labels, WW flexo, Offset, corrugated and coatings.
- Together with Sales team and Product Management team will help assessing customer requirements and suggest technical printing solutions that could achieve customer's objectives.
- Supports Sales team through technical training and presentations that are linked to customer business objectives.
- Demonstrate high level of technical skills and offer solutions by demonstration/presentations on new technology to promote Apex business.
- Conduct trainings at customer level on new technology/applications and handling procedures as and when needed.
- Create SOP and guidelines for effective implementation of processes to get optimum product advantage.
- Present technical writeups/white papers from time to time to create awareness of technology and its value/benefits.
- High level of integration/working with value chain partners is required to ensure Apex technology is well sync with the latest developments in the market and to maintain flexo ecosystem.

## INCUMBENT PROFILE

- Bachelor's in Engineering, Printing would be added advantage
- High level of relevant technical knowledge and min. 5 years of working experience coupled with the ability to relate technical information to non- technical people at all levels.
- Hands on experience in Flexo Printing would be preferable.
- Fluency in written and Spoken English.
- Professional appearance, dynamic attitude, and ease in communication style.
- Familiarity with MS Office Applications, i.e. Word, Excel, PowerPoint.

## OTHER REQUIREMENTS

- Travel requirements (75%)
- Able to work on own initiative and meet expectations
- Flexibility to respond to travel needs at short notice.
- Focus on the Customer requirements
- Business Acumen.
- Effective Communication.
- Plan & Organize Effectively.