



Regal Beloit Corporation is a publicly owned corporation (NYSE: RBC) with operations worldwide. Regal Beloit is a leading manufacturer of electrical and mechanical motion control and power generation products serving markets throughout the world. Annual sales exceeded \$2B in 2008. Regal Beloit is headquartered in Beloit, Wisconsin, and has technology, manufacturing, sales, and service facilities throughout the United States, Canada, Mexico, Europe and Asia.

Regal Beloit has been listed as one of "America's Best-Managed Companies" on *Forbes* magazine's 400 Best Big Companies list (January 2007), and as one of "America's Fastest Growing Companies" in *Fortune* magazine (September 2007).

Job ID: 10-482

Job Title: Industry Leader – Air Moving

Location: Springfield, MO

Responsibilities:

The Industry Leader will have overall responsibility for marketing leadership in the Air Moving business. This opportunity is for a highly motivated, strategic minded individual to lead all activities associated with strategic market segments for the company. The Industry Leader will define target applications, customer base, and products & services needed to meet current and future customer needs.

- Provide marketing, product management and sales leadership
- Develop the business case for new product development, and marketing strategies to promote, apply, distribute and sell the FASCO blower line
- Define and develop the go to market channels both domestically and internationally.
- Develop product sales strategies
- Lead the Sales channel with the product integration strategy
- Facilitate "voice of the customer" interaction
- Develop a Multi Generation Product Plan for products
- Implement marketing communication and advertising strategies
- Develop pricing strategies, assist in contract negotiations
- Analyze target market opportunities (products, competitors, trends)
- Champion Lean efforts throughout the value stream
- Aggressively seek strategic acquisitions to compliment existing capabilities, and expand complete system offering to customers
- The ideal candidate has a domain expertise of the application and trends of OEM in appliance, comfort conditioning furnace, and water heater segments.

Required Qualifications:

- BS in Business, marketing, or engineering/technical
- Minimum 5 years experience in industrial marketing and sales
- Technical understanding of motors
- Excellent listening skills, Strong oral and written communication skills
- Excellent leadership, interpersonal and influencing skills
- Previous direct customer, application/sales/marketing experience
- High level of personal initiative, energy and ownership for success
- Ability to integrate complex system customer solutions

Desired Qualifications:

- Black belt certified
- Sub fractional horsepower motor marketing experience
- Experience with distribution markets and wholesalers
- Masters Degree in Marketing or Product Marketing experience

Relocation Available: Yes

To apply, please send resume and salary requirements to: HRGrafton@regalbeloit.com