



'Ever Researching for a Brighter World'

Job Description – KEY ACCOUNT MANAGER

in our Automotive Sales Team at Nichia Europe GmbH (Kronberg near Frankfurt am Main)

Summary of Position

The Key Account Manager in the Automotive Sales Team is responsible for managing and expanding strategic relationships with major international customers. This role focuses on the entire sales lifecycle – from opportunity identification to contract negotiation and successful closure – ensuring that customer expectations are exceeded through technical expertise, value selling, and excellent service.

Success in this role means driving significant revenue growth, strengthening long-term customer partnerships, and contributing to Nichia's innovation leadership in the LED industry. A strong technical foundation, consultative sales approach, and commitment to customer-centric collaboration are key to excelling in this position.

Key Responsibilities

- **Strategic Account Management**

- Sell Nichia LED products to key accounts across international markets
- Respond to RFQs, develop and implement pricing strategies, and negotiate large-scale supply contracts
- Act as a trusted advisor to key customers, supporting them with tailored solutions and consistent high-level service
- Manage all aspects of the sales process to ensure long-term customer satisfaction and loyalty
- Collaborate with Business Development team on strategic growth initiatives, contributing customer-specific insights and supporting opportunity evaluation on a case-by-case basis
- Maintain close communication and alignment with Nichia headquarters

- **Customer Engagement**

- Develop and maintain strong business relationships through regular meetings, technical discussions, and site visits
- Deliver persuasive presentations and proposals to key stakeholders

- Serve as key contact for customer communication, inquiries, and troubleshooting
- Travel approximately 25% or more within Europe and occasionally to Japan for customer meetings and internal coordination

- **Market & Product Expertise**

- Maintain and apply in-depth knowledge of LED technologies, product portfolios, and application areas
- Conduct market and competitor analysis to benchmark positioning and uncover trends
- Share market and customer insights with internal teams to refine strategy and product development

- **Additional Responsibilities & Process Improvement**

- Occasional travel to attend workshops, trainings, or events.
- Proactively contribute to the enhancement of internal processes by identifying areas for improvement and implementing solutions to increase efficiency

Supervisory Responsibility

- Not a supervisory position

Reporting

- Reports to: Head of Sales – Automotive

Qualifications

- Entrepreneurial ownership mindset with strong **motivation, initiative**, and an analytical approach to drive customer success and business outcomes.
- **Solution-** and **customer-oriented team player** with a **hands-on mentality**, capable of collaborating effectively across international teams.
- Committed to sharing best practices and knowledge to strengthen **collaboration** across teams and regions.
- Excellent **communication** and **presentation skills**, with high attention to **detail** and **accuracy**.
- Ability to stay focused and deliver high-quality results in dynamic environments, demonstrating adaptability, **prioritization** skills, and a positive, reliable presence.
- Proven ability to build and **manage customer relationships** holistically throughout the entire sales process, with a focus on long-term satisfaction and value-based sales rather than price alone.
- Capability to design and implement effective **pricing strategies** aligned with customer value and business goals.
- Proven track record of **successfully negotiating and winning high-value business** in competitive environments.
- Ability to understand **commercial and economic contexts** and view the business environment from the customer's perspective.

- **Strong technical affinity**, ideally with an understanding of optoelectronic or lighting systems.
- Excellent command of **English** (spoken and written); proficiency in another language, especially German or French, is a strong asset.
- Willingness and readiness to **travel** for several consecutive days, with a valid driving license (Class B).

Education and Experience

- University degree in Business, Electrical, Mechanical, or Chemical Engineering from an accredited institution (strongly preferred)
- Minimum 3 years of commercial experience in the Automotive or Lighting industry is strongly required

Shine with Us – What makes our Automotive Team so bright

- **Automotive Excellence** – Be part of Germany's iconic automotive landscape, where mobility meets innovation.
- **Strong Industry Support** – Benefit from robust political and industrial backing that drives future growth.
- **Shaping the Future** – Contribute to the transformation toward sustainable mobility and the mobility transition.
- **Career Growth** – Unlock exciting personal and professional development opportunities.
- **Global Exposure** – Thrive in a highly international team culture with frequent travel opportunities.
- **Worldwide Collaboration** – Work closely with Nichia offices across the globe, building strong partnerships.
- **Key Sales Impact** – Join our Key Sales Team at the forefront of driving growth and innovation.

Your application

If you are highly motivated and have a distinct ability to work in teams, please send your CV and a motivation letter in English per e-mail to our Human Resources department at Career-Germany@nichia.com.

Explore more about Nichia

Please also visit our website at www.nichia.com.

