



PR/118233 | Business Development Manager

Job Information

Recruiter[JAC Recruitment UK](#)**Job ID**

1562532

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Italy

Salary

Negotiable, based on experience

Refreshed

November 4th, 2025 09:01

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Business Development Manager – Italy**Location:** North Italy**Company:** One of the renowned Auto-ID and label printing/SaaS products companies**About the company:**

The company is a leading global provider of Auto-ID solutions that connect people, goods and information. It serves a diverse range of sectors to streamline operations, empower workforces and help customers reduce their environmental impact. Integrating auto-ID technologies with hardware as solutions, the company tags identifiers to things and people at the site of business operations and feeds data to IT systems for processing.

Role Overview:

The Business Development Manager (BDM) plays a key role in driving sales growth in identified regions, focusing on Ho.Re.Ca and OEM solutions. This role is designed to expand the company's presence in the Italian market by leveraging sales expertise, market insight and deep product knowledge. The BDM supports customers and partners by promoting high-quality, sustainable Auto-ID products integrated into complete identification solutions. This position requires a proactive, results-oriented professional who can collaborate cross-functionally and represent the company as an expert and trusted advisor.

Role Purpose:

To expand the company's market reach in Italy by uncovering untapped demand and cultivating strategic partnerships.

Primary Responsibilities:

- Identify and pursue new business opportunities to grow printing sales in line with company objectives
- Own the delivery of qualitative and quantitative targets for the business
- Develop and implement go-to-market strategies based on market knowledge of the region
- Build and manage a robust sales pipeline through prospecting, networking and market research
- Maintain and grow relationships with existing clients and key accounts to maximise retention and up-selling

Secondary Responsibilities:

- Provide regular sales forecasts, activity reports, and performance updates to senior management
- Collaborate with product, marketing, and technical teams to ensure alignment and support business initiatives
- Attend trade shows, customer meetings, and industry events to promote company products and services
- Drive initiatives that enhance awareness of the company in the market

Requirements:

- **Education:** Bachelor's degree in Technical and/or Sales or a related field (e.g. Business Administration, Marketing, Engineering, Supply Chain Management). A Master's degree or MBA is a plus.
- **Soft Skills:** Result-driven and creative mindset, strong strategic planning skills, adaptability, high initiative, autonomy and self-motivation.
- **Hard Skills:** Proven experience in solution sales and knowledge of the printer industry (experience in Auto-ID is a plus). Ability to set plans and implement sales strategies.
- **Languages:** Business fluency in Italian and English; additional languages are a plus.
- **Other:** Possession of a valid driver's licence. Experience in or strong affinity with the Auto-ID sector.

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Company Description