




# AFRIKA KOMMT! 2021-2023

An Initiative of German Industry for Future Leaders from Africa

## Candidate Profile: Bosch AA

<b>Company:</b>	<p align="center"><b>– Robert Bosch GmbH – Automotive Aftermarket Division</b></p>	
<b>Education:</b>	Bachelor or Master degree in economics (focus on marketing, sales, business development, business strategy or similar) or technical degree with relation to technical consumer goods	
<b>Professional Experience:</b>	<ul style="list-style-type: none"> <li>- Experience in marketing, sales, services or business development in automotive (or similar), building up and development of new customers / customer relationships</li> <li>- Set up of sales organization, development of new business, marketing strategy or market controlling</li> <li>- Ideal: Professional experience in multinational companies or experience in another countries</li> </ul>	
<b>Additional Qualifications:</b>	<ul style="list-style-type: none"> <li>- English fluent spoken and written, great would be another language (French, German or Portuguese)</li> <li>- Clear focus on User centrition / Customer Care</li> <li>- Ideas/experience about suitable Business Models for African markets</li> <li>- Working in/with teams, high result orientation, resilience, self-motivated</li> </ul>	
<b>Division / Department, Place:</b>	Automotive Aftermarket headquarters in Karlsruhe (Germany); planned are some weeks in a Sales Center within Europe and/or South Africa	
<b>Assignment / Area of Activity:</b>	<ul style="list-style-type: none"> <li>- You will be introduced in Bosch Automotive Aftermarket (AA) marketing, business development and sales activities (structures, processes, network) in our AA corporate marketing departments in Karlsruhe (Germany) and in selected sales departments.</li> <li>- You will achieve some appropriate overview about specific Business Units, engage yourself in strategic Africa-related projects</li> <li>- You will take part in trainings to understand usage of product segments in AA and how to convince customers from benefits of using Bosch</li> <li>- You will get in contact with different internal experts to provide deep knowledge about AA business processes and tools</li> </ul>	
<b>Remarks:</b>	As we hold the position, that diversity is a great prerequisite for creating success in business, both (male and female applicants) are welcome	
<b>Preferred Nationality:</b>	Egypt, Morocco, Kenya	