HWM Global | Innovations that keep critical resources flowing.

Job Title: Head of Export Sales

Reports to: Commercial Director

Location: Cwmbran or Home Based with Extensive International Travel

Working Hours: As required to fulfil the duties of the role

Company Information

Since 1979, our people and products have delivered innovative, data driven solutions for monitoring clean water, wastewater, and energy infrastructure designed and manufactured for performance and accuracy. Leveraging extensive experience and technical expertise, HWM Global has earned recognition as an industry leader, renowned for its commitment to advanced technology, innovation, quality, and service excellence.

As a wholly owned subsidiary of Halma PLC, we're proud to be part of a global network of life-saving technology companies, all dedicated to growing a safer, cleaner, and healthier future for everyone, every day.

Job Purpose

The Head of Export Sales will lead HWM's global sales strategy across all export territories outside of the UK, excluding North America, driving sustainable revenue and margin growth through a focused, structured commercial approach of direct sales to end customers, and establishment / deepening of strategic relationships with key partners and Value Added Resellers (VARs).

You will have ultimate responsibility and accountability for growth of Return on Sales (ROS) outside the UK (excluding North America), and work in collaboration with the Head of Business Development and Applications and the Head of Project Delivery to execute revenue and margin growth initiatives across our core offerings in the Water and Wastewater sectors globally.

This senior leadership role requires strong strategic vision, global commercial expertise, and proven team leadership capability, particularly within the water and wastewater industry.

Core Responsibilities

- Strategic Leadership: Develop and execute a clear export sales strategy that accelerates revenue and margin growth across our portfolio of existing solutions, via a combination of direct and indirect sales routes
- Market Expansion: Identify, evaluate, and prioritise high-value market opportunities for key focus clients to drive revenue growth and profitability via a clearly defined sales methodology to position HWM Global as the go to company for water and wastewater network monitoring solutions globally.

- Team Leadership: Lead, coach, and develop key account managers working with end clients, channel partners and other third parties to drive strong sales revenue and margins though closer collaboration with end clients to drive value and deepen relationships within the global water and wastewater industry.
- Channel Management: Support Key Account Managers to manage Channel Partner performance using structured engagement and capacity building, to move from a standard distributor model to a Value Added Reseller model in line with our strategic objectives.
- Forecasting & Reporting: Deliver structured, accurate forecasting and performance reporting for all export markets, for both short-term (current quarter/half year) and long-term (1-3 year horizon) and work collaboratively with other departments for integration within our financial and operational (SIOP) planning and management.
- Sector Expertise: Maintain deep understanding of Global Water and Wastewater industry trends, regulations, and customer requirements to feed into the newly formed Business Development and Applications function of the commercial team
- Cross-Functional Collaboration: Work closely with peers in the Commercial Team, Product Management, Engineering, Operations, and Finance to align commercial strategy with organisational capabilities and outputs.
- Industry Representation: Represent HWM Global at international conferences and trade shows to enhance brand presence and strategic positioning.
- Champion a culture of continuous improvement, adaptability, and results-driven performance.

Qualifications / Relevant Experience

- Proven senior sales leadership experience in the UK or Internationally, implementing and delivering results via a strategic selling / solution sales methodology, specifically within the water, environmental, & technology sectors.
- Demonstrated ability to lead teams and drive cross-functional collaboration .
- Strong analytical skills, with the ability to interpret market data and build compelling business cases.
- The capability to solve problems on a daily basis, with sustainable and value-adding solutions that fit alongside the strategic objectives of the business.
- Bachelor’s or Master’s degree in Business, Engineering, or a related discipline.

About you

- Strategic thinker with a strong commercial mindset, and ability to drive the adoption of strategic initiatives from development to implementation
- Skilled team leader capable of building high-performance cultures across remote and distributed teams.
- Confident communicator, with the enthusiasm, persistence and skill to take colleagues on a journey towards positive changes in the business.
- Commercial acumen and a track record of delivering Return on Sales growth through strategic initiatives and tenacity.
- Excellent communication and stakeholder management skills, with the ability to influence at all levels.
- Commitment to ongoing professional development and team training.
- Adaptable, resilient, and comfortable working in dynamic, fast-paced environments.
- Highly results-oriented, motivated by achieving ambitious growth and personal development targets.

How to Apply

Interested applicants should submit their CV and cover letter to the HWM recruitment team. Further information can be found on our careers page.