

# Market Development Manager( Starrett Tru-Stone Tech Division )



**Job Code**  
**01481**

**FLSA Status**

## Job Summary (Remote)

The Market Development Manager is responsible for identifying, developing, and growing new business opportunities while expanding relationships with existing customers and channel partners. This role serves as a key link between customers and the Starrett organization, helping manufacturers improve productivity, quality, and operational performance through the application of Starrett products and solutions.

The Market Development Manager will work closely with end users, distributors, engineering teams, and internal stakeholders to identify opportunities, conduct customer assessments, support solution development, and drive revenue growth across key markets including Aerospace, Defense, Automotive, Industrial Manufacturing, Semi-conductor Manufacturing and others.

## Duties & Responsibilities

### Duties and Responsibilities

- Identify, qualify, and develop new business opportunities while expanding relationships within existing customer accounts.
- Develop and execute territory and account growth strategies to achieve sales and profitability objectives.
- Build and maintain a robust pipeline through prospecting, customer engagement, distributor partnerships, referrals, and industry networking.
- Conduct customer visits, assessments, and discovery meetings to understand operational challenges and identify opportunities for productivity, quality, and process improvements.
- Deliver product demonstrations, technical presentations, and value-based solutions that address customer needs and support business growth.
- Collaborate with engineering, quality, operations, product management, and other internal stakeholders to develop and implement customer solutions.
- Build strong relationships with end users, engineers, quality professionals, purchasing teams, operational leaders, and distribution partners.
- Monitor market trends, competitive activity, and emerging technologies to identify opportunities and strengthen Starrett's market position.
- Maintain accurate CRM records, opportunity forecasts, and sales activity reporting while providing regular updates on pipeline health and business development initiatives.
- Represent Starrett at trade shows, industry events, customer meetings, and professional organizations to promote the company's products, solutions, and value proposition
- Perform additional duties and special projects as assigned.

## Qualifications

### Qualifications

- **Required**
- Bachelor's degree in Business, Engineering, Manufacturing, Marketing, or a related field; equivalent experience may be considered.
- 5-7 years of experience in business development, technical sales, industrial sales, account management, or related commercial roles.
- Proven ability to develop new business opportunities and grow customer relationships.
- Strong presentation, communication, and relationship-building skills.
- Experience using CRM systems and managing sales pipelines.
- Willingness to travel up to 50%.
- **Preferred**
- Experience in manufacturing, metrology, quality assurance, industrial tooling, precision granite, semiconductor, defense, aerospace or advanced manufacturing
- Familiarity with precision measurement, inspection, calibration or quality system such as ISO 9001, ISO/IEC 17025, and NIST traceability
- OEM-focused commercial experience

## Job Requirements

### Education

| Requirements  | Education Level    | Description  |
|---------------|--------------------|--|
| Min/Preferred | 4 Year / Bachelors | Bachelor's degree in Business, Engineering, Manufacturing, or related experience |
| Minimum       | Degree             |  |

### Years Of Experience

| Minimum Years of Experience | Maximum Years of Experience | Comments   |
|-----------------------------|-----------------------------|--|
| 5                           |                             | 5+ years of progressive business development or strategic sales experience |

|                   |                    |                          |
|-------------------|--------------------|--------------------------|
| <b>Wage Range</b> | \$71, 500-\$95,000 | Plus Bonus Opportunities |
|-------------------|--------------------|--------------------------|