



Job Title: Business Development Manager

Location: Kalmar, Sweden

Department: Sales & Marketing

Company: Luma Wire Tech, a leader in high-tech thin metal wire & coating solutions

About Luma Wire Tech & the new role

Luma Wire Tech, a leader in ultra-thin, high-tech metal wire solutions, is seeking a dynamic and results-driven **Business Development Manager** to join our ambitious team in Kalmar. With serious growth aspirations, Luma Wire Tech aims to expand its client base and strengthen its presence in the main European countries. In this role, you will be responsible for generating leads, building relationships, and actively managing digital channels to increase brand visibility and client engagement. The ideal candidate will bring energy, a proactive mindset, and a passion for driving success in a fast-paced B2B environment.

Luma Wire Tech's B2B clients are active in fascinating markets such as antennas for space (satellites), medical devices, technical textiles, electronics or nuclear research.

Key Responsibilities**1. New Business Development:**

Drive the inflow of new clients and build a steady stream of recurring business through consumables and market growth.

Identify and cultivate "sweet spot" opportunities in growing markets, focusing on high-potential projects aligned with our growth ambitions.

2. Digital and Social Media Management:

Continuously optimize and fine-tune the Luma Tech website to maximize client engagement. Manage and if needed replace current CRM tool.

Develop and execute strategies for LinkedIn, social media, and other digital channels.

Leverage AI tools to enhance lead generation and marketing efforts.

Create high-quality marketing materials, including brochures, presentations, and data sheets, to support sales activities.

3. Lead Generation and Prospect Development:

Conduct targeted prospect searches by segment, creating detailed target and contact lists.

Organize and schedule meetings (online and in-person) to establish and nurture client relationships.

4. Client Meetings and Relationship-Building:

Support the Sales Manager in client meetings to gain firsthand experience and learn best practices.

Grow into the ability to lead initial meetings, becoming more effective in client interactions.

Profile of candidate

Background: Experience in one of our key target market segments.

Experience: Minimum of 5 years in B2B sales and marketing.

Education: University degree (preferred).

Technical Skills: Proficient in using digital tools and modern marketing techniques.

Soft Skills: Team-oriented, proactive, and highly motivated with a "can-do" attitude.

Growth Potential: Ambitious and ready to grow within the role, taking on increased responsibilities in client-facing engagements.

Why Join Luma Wire Tech?

This is an exciting opportunity to be a key contributor in Luma Tech's growth journey. With our serious ambitions for market expansion, you will play a critical role in driving new business and making a significant impact in emerging markets. If you have a passion for sales, marketing, and driving growth, we would love to hear from you.

How to Apply

Please send your resume and a brief cover letter to roger.mattsson@luma-metall.se, highlighting your relevant experience and why you are a perfect fit for this role.

In case of questions or further information, please feel free to contact Ulrich Stöhr (Sales & Marketing Manager), ulrich.stohr@luma-metall.se, phone +46-76 669 62 44.

Website: <https://luma-metall.com/> (new website and new name to be launched shortly)

Join Luma Wire Tech and help shape the future of high-tech thin metal wire solutions!