

HD Hyundai Construction Equipment – Product Specialist Material Handling

Are you a proactive product expert with a commercial mindset and a passion for the Material Handling industry? We're looking for an experienced **Product Specialist** to support our dealer network and internal stakeholders across Europe. In this role, you'll be instrumental in enhancing product knowledge and engagement, driving awareness and sales across our Material Handling portfolio.

What can you expect from this challenging job?

Product Support: Create technical sales documentation and maintain these. Provide comprehensive product support to our dealer network across Europe and to internal stakeholders, ensuring they have the knowledge.

Product Training & Educational Materials: Prepare detailed product training materials, organize and conduct training sessions to support dealer sales teams and internal colleagues and build product expertise across teams.

Marketing & Brochure Validation: Validate brochures and technical specifications before release, collaborating with marketing to supply accurate product-related information.

Market knowledge: Signal market trends and compare our products against competition.

Product Improvement Collaboration: Propose and discuss potential product improvements with our headquarters team in Korea.

Pricing & Options Support: Offer guidance on machine pricing and lead the offering of additional product options.

Are you the new colleague we are looking for?

- **Technical Background:** A technical degree or background paired with experience within the Material Handling industry (is a must). Having experience as a Business Analyst is a plus.
- **Strong analytical skills:** Ability to find insights in multiple datasets and create clear reports.
- **Knowledge of data analysis tools** (e.g., Excel, BI tools).
- **Commercial Mindset:** Strong understanding of product positioning and an aptitude for aligning product features with market needs.
- **Proactive, Hands-on Approach:** Self-starter with a proactive attitude, ready to take ownership and drive initiatives forward.
- **Language Proficiency:** Fluent in English, with additional European languages as a plus.
- **Hybrid Work Arrangement:** This role requires a minimum of 1 day/week in our HQ office (Tessenderlo-Ham, Belgium).

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