



Regal Beloit Corporation is a publicly owned corporation (NYSE: RBC) with operations worldwide. Regal Beloit is a leading manufacturer of electrical and mechanical motion control and power generation products serving markets throughout the world. Annual sales exceeded \$2B in 2008. Regal Beloit is headquartered in Beloit, Wisconsin, and has technology, manufacturing, sales, and service facilities throughout the United States, Canada, Mexico, Europe and Asia.

Regal Beloit has been listed as one of "America's Best-Managed Companies" on *Forbes* magazine's 400 Best Big Companies list (January 2007), and as one of "America's Fastest Growing Companies" in *Fortune* magazine (September 2007).

Job ID: 10-429

Job Title: HVACR Brand Manager

Location: Fort Wayne, IN

Responsibilities:

The HVACR Brand Manager will provide marketing management and product sales training leadership for global OEM and Distribution products. Additional responsibilities for this position include, but are not limited to:

- Identify, develop, and maintain global marketing presence to customers in the residential market for RBC
- Develop NPI marketing product strategies
- Collateral management on existing products
- Develop and conduct customer training programs
- Implement marketing communication strategies
- Over see marketing budgets for Capacitors, Aftermarket, Commercial Refrigeration, & HVAC
- Organization, responsibility and oversight of HVACR trade shows
- Daily involvement with Account Managers, Engineering, Manufacturing, and Customer Service
- Utilize Lean Sigma methodology in all aspects of function
- Develop media plan and associated budget
- Over see corporate and 3rd party marcom resources
- Continue to support and grow the area of sustainability

Qualified candidates will possess:

- BS in marketing/business/technical
- Previous marcom/brand management experience
- Knowledge of electric motors
- Strong oral and written communication skills
- Excellent interpersonal and influencing skills
- Previous direct customer interaction experience
- High level of personal initiative, energy and ownership for business success

Desired Qualifications:

- 3-5 years of electric motor engineering experience
- Black belt certified
- Lean training/experience
- Project leadership experience
- Tradeshow experience
- Extensive track record of execution and exceeding goals
- Experience with HVAC markets and high volume customers
- Experience with distribution markets and wholesalers

To apply, please send resume and salary requirements to: HRGrafton@regalbeloit.com