

## Job Specification – Emerging market B2B manager

Reporting to	CEO
Department	Commercial Operations
Location	London
Job Type	Full-time
Salary	Negotiable, depending on experience

## Company and Position

Loowatt develops waterless toilets and sanitation solutions for global markets. To date we have delivered toilet happiness to over 250,000 paying customers across the UK, Madagascar and the Philippines. Loowatt has offices in London and Antananarivo (Madagascar).

This is a great opportunity to join a pre-Series A hardware company on the cusp of growth. Our dynamic team, talented in design, engineering, and business development, has been building innovative sanitation technology since 2010. We take a hands-on approach, and do not shy away from life's most difficult challenges. We have been funded by private investment, the Bill & Melinda Gates Foundation, and Innovate UK, among other funders.

Loowatt designs and manufactures patented off-grid toilet systems that are waterless, odourless and support resource recovery. In the UK, Loowatt's toilets serve off-grid events such as the Royal Windsor Horse Show and Wilderness Festival, and process waste into utility-run anaerobic digestion systems to produce power. In emerging markets, Loowatt has been piloting household toilets linked to energy-generating systems since 2016. In 2018, Loowatt was selected as the hardware provider for Laguna Water, a utility in the Philippines, to support the role-out of household toilets to their low-income customers.

## Role

Building on our experience, Loowatt is now searching for a new team member to flesh out and drive the adoption of Loowatt's water less toilets and sanitation solutions across emerging market cities through business-to-business relationships with utilities and service providers.

Working closely with the CEO, COO and broader senior manager team, this is a unique opportunity for an industrious self-starter to build out a new business unit from the ground up.

The role is part analysis, part strategy and part sales execution. The ideal candidate has previous experience in sanitation, water, or other utilities, working with municipal service providers in developing commercial B2B relationships. The candidate has experience working in nascent markets bringing curiosity, strong analysis and a structured approach to developing market entry strategy and business opportunities. They are comfortable building relationships: equally at ease meeting with government officials and business executives as they are speaking with household customers in crowded urban slums.

## Key Tasks

- Develop a deep understanding of the urban sanitation market including non-sewered sanitation
- Conduct country and city specific market research including market size, stakeholders, regulatory and enabling environment conditions
- Lead the development and execution of an B2B market engagement and sales strategy for emerging markets
- Build and maintain a pipeline of customers, act as the point-person for international enquiries
- Travel to cities across Asia and Africa to meet with clients and represent the company at industry events (~25% travel)

- Build the customer support strategy, including defining the set of “soft tools” required to support customer on-boarding including but not limited to: operations manual, waste processing analytics, regulatory information, IT solutions, business model blueprints, and financing models.

## Key Skills and Experience

- MBA or Graduate degree in engineering, science etc
- 5+ years of professional working experience
- Experience working in emerging markets, ideally in sanitation, utility services and or innovative hardware solutions in Asia or Africa.
- Experience selling or developing partnerships with utilities and/or governments
- Strategic thinker: You get the big picture and can distil it down to an actionable plan or thesis.
- Market entry and/or sector building experience
- Strong analytical skills: you eat data for breakfast
- Excellent written, verbal skills and presentation skills in English
- Attention to detail
- Excellent MS Office skills especially excel and power point
- Nice to have:
  - Fluency in another language
  - Previous experience or exposure to financing of utilities, impact investing and financial modelling.

## Behavioural Capabilities

- Has genuine passion for our product and its impact
- Determined, self-starter: You love a challenge and dig-in
- Team player: you like working across teams and know how to build on the strengths of others to develop buy-in for new projects and ideas
- Ability to build relationships and rapport with external stakeholders and potential partners
- An effective communicator and networker
- Emotionally intelligent
- Good under pressure; well organised, meets deadlines; prioritises successfully

**Interested candidates please send CV and cover letter to [careers@loowatt.com](mailto:careers@loowatt.com)**