

Sasha Heriot – Business Development and Key Account Manager



My journey with Guidance Marine so far:

I joined Guidance Marine in April 2015 as Business Development Manager. Having previously worked in the chemical industry, this was an exciting opportunity to work in a completely new sector. Since starting with Guidance Marine I have been heavily involved with some new product developments working closely with the engineering team and the sales and marketing teams. So far I have helped to launch and commercialise three new products. I have had the opportunity to represent Guidance Marine at exhibitions and conferences and in 2016 I presented to an international audience on four occasions. In January 2017, my role expanded and I joined the sales team as an account manager for our key customers. This is an exciting challenge and gives me the opportunity to further develop and learn new skills.

My typical day:

A typical day for me is extremely varied. In the morning I could be involved in a project meeting with the engineering team discussing a new product development or product launch. At lunch time I might be on a conference call which crosses three continents with our international sales team and in the afternoon I might be speaking to one of our key customers about a new order. In between all this, I can be following up with enquiries, writing technical papers, presentations, or product launch plans. But it's not all office based, I also have the opportunity to travel to all parts of the world to visit existing customers as well as new potential partners. Last year some of the places I visited were the USA, Norway, Germany, Italy and even Scotland!

The best thing about working for Guidance Marine:

Without a doubt, it's the people. I get to work with wonderful, people across all disciplines: engineering, production, commercial, finance. Guidance Marine is an SME and everybody is crucial to the business. I think I can speak for everyone and say that we all feel a valued part of the team.