



Hexagon's Geosystems Business Area provides digital solutions that capture, measure and visualise the physical world, enabling data-driven transformation.

For our Central & Eastern Europe region, we are looking for a commercially driven and hands-on Market Segment Manager – Construction Trade Solutions to accelerate growth within the construction market segment. In this role, you will work closely with dealer networks, Country Sales Managers, and cross-functional stakeholders to drive market development, strengthen customer relationships, and execute the regional segment strategy.

This position is based in Romania, Hungary, or the Czech Republic and an exciting opportunity for someone who enjoys combining strategic market development with operational execution in an international and fast-paced environment. The position offers close collaboration with sales, marketing, product management, and customers across the CEE region.

Market Segment Manager (m/f/d) – Construction Trade Solutions (CEE)

Romania, Hungary, Czech Republic



100%

This appeals to you

- Drive the growth of the Construction Trade Solutions portfolio across the CEE region through strategic market development and close collaboration with dealer networks
- Develop and execute segment strategies for the construction market, identifying target applications, customer profiles, and growth opportunities
- Monitor market trends, customer needs, and competitor activities, translating insights into actionable commercial initiatives
- Support and develop dedicated dealers through account planning, pipeline management, and opportunity development

This is you

- Degree in Business, Engineering, Construction, Surveying, or a related field
- Minimum 5 years of experience in sales, market development, segment management, or business development
- Background within construction, surveying, measuring solutions, construction equipment, or B2B technology environments
- Experience working with dealer, distributor, or channel partner networks
- Regional or international exposure within Central and Eastern Europe is highly beneficial
- Strong commercial mindset combined with strategic

- Participate in key customer meetings, product demonstrations, and project discussions to strengthen market presence and solution positioning
- Support dealers during tenders, major projects, and complex solution sales activities
- Collaborate closely with Country Sales Managers across the CEE region to ensure alignment on regional priorities and execution
- Coordinate with marketing teams on campaigns, events, demonstrations, and promotional activities
- Provide structured market feedback to Product Management and R&D teams
- Deliver product, application, and value-based training to dealers and sales teams
- Represent the company at trade fairs, conferences, and industry events across the region
- and hands-on execution capabilities
- Experience managing market segments, portfolios, or regional growth initiatives
- Good understanding of indirect and channel-based sales models
- Excellent communication, presentation, and stakeholder management skills
- Strong relationship-building abilities and confidence influencing stakeholders without direct authority
- High level of autonomy, initiative, and result orientation
- Comfortable working in matrix organizations and multicultural environments
- Fluent English required; additional CEE languages are considered a strong advantage
- Willingness to travel regularly across the CEE region (up to 40%)

We offer you

- Team-oriented environment with flat hierarchies and an international setup
- Clear career path and extensive training programs
- Competitive compensation package
- Medical insurance
- Company car for both business and private use
- Access to best-in-class equipment and software
- Additional benefits aligned with a regional leadership position

About us

Hexagon is a leading provider of digital reality solutions and employs more than 24,000 people in 50 countries. You will be part of a strong, experienced, inspiring and motivated team of experts working together to shape the future of Hexagon. You can utilise and develop your skills in our highly innovative and diverse environment. Flexible working models allow you to ideally combine your professional and private interests.

Contact

If you have any questions, please do not hesitate to contact [Romina Kwandt](#), Talent Acquisition Specialist.

APPLY NOW

Hexagon's Geosystems division

Job-ID: 78313jyt

