



Dextra EMPLOYEE STORY



Zhong, Local Sales Manager at Dextra Building Products Guangdong - China

- Bachelor's degree in Polymer Engineering from South China University of Technology
- Over 10 years of experience at Dextra
- Promoted in 2014 to the position of Local Sales Manager

“Being based in Guangzhou allows us to understand our customers and share our knowledge within the Group.”

From Supply Chain to Quality Management

Initially, I came from a very different field. I was working in supply chain management before joining Dextra! However, polymer engineering wasn't new to me; I graduated from South China University of Technology in polymer engineering.

In 2008, I joined Dextra as a Quality Manager. I interacted with customers while being responsible for all technical aspects of the products. As a matter of fact, I was working hand in hand with the sales team to qualify new suppliers. Thanks to our dedication, we were able to specify Dextra products to the nuclear market!

My responsibilities have grown together with Dextra!

I have always wanted to figure out the market and build bridges with our clients. Somehow, as Quality Manager, I understood the end users and their requirements in terms of product quality. Now as a Local Sales Manager, I am in charge of providing the best solutions to our customers.

My daily job is to develop new relationships with designers and contractors and to ensure satisfaction for my existing customers. We have developed a strong presence in the Chinese nuclear market, which is my main area. Of course, I am still able to bring added value on quality and technical topic.

My role isn't just oriented around sales. I am proud of providing services to our clients. We are able to deliver more economic solutions to our customers so they can work more effectively.

Thanks to this approach, we are able to serve big NPP projects in Karachi, Fuqing and Fangchenggang.

Dextra provides a platform to develop yourself

I had the chance to develop a lot of knowledge in the area of quality assurance. Now I am developing my competencies through sales. I feel grateful for this opportunity. I have attended sales training about leadership, effective presentation & negotiation to help me in my new duties. Dextra provides a platform to develop yourself!

What are the strengths of Dextra?

I believe our location in Guangzhou is a great asset for understanding the market. Nowadays, the world is changing and Chinese contractors are spreading around the world. From here, we can deal directly with decision makers and follow their movements. Thanks to the location of Dextra in Guangzhou, we can better understand our customers and share our knowledge within the Group.