Sales Lead – 2D/3D Vision & Measurement Portfolio

UK & Ireland | Birkenhead / North West base | Full portfolio growth responsibility

A strategic opportunity to lead 2D/3D portfolio growth across the UK and Ireland.

About the opportunity

Micro-Epsilon UK is seeking an experienced technical-commercial professional to lead the sales development of its 2D/3D Vision & Measurement Portfolio across the United Kingdom and Ireland.

This strategically important appointment combines advanced measurement and inspection technology with market development, application-led consultative sales and long-term account growth.

Our established customer base, comprehensive product portfolio and continued investment in new technologies create a substantial opportunity across automation, robotics, machine vision, quality inspection and advanced manufacturing.

The successful candidate will move beyond responding to enquiries to identifying where the portfolio can grow, developing strategic customer relationships and converting complex challenges into commercially successful measurement solutions.

Role scope

- Position: Sales Lead – 2D/3D Vision & Measurement Portfolio.
- Territory: UK and Ireland, with travel to customer sites.
- Focus: Strategic portfolio growth, new business, key accounts and customer-specific opportunities.
- Internal collaboration: UK sales, marketing, applications engineering and specialist technical/product teams at Micro-Epsilon GmbH.

Key responsibilities

- Take ownership of the commercial growth and development of the 2D/3D vision and measurement portfolio across the UK and Ireland.
- Develop new business across machine builders, OEMs, system integrators, manufacturing groups and other strategic accounts.
- Identify priority sectors, emerging applications and opportunities for longer-term, repeatable business.
- Engage directly with customers to understand inspection and measurement challenges, technical constraints and business objectives.
- Assess profile, dimensional, surface and automated inspection applications, selecting appropriate sensors, software and system approaches.
- Lead technical-commercial opportunities through demonstrations, trials and proof-of-concept work, including coordinating customer sample testing.
- Present feasibility findings, technical recommendations, value propositions and commercial business cases.
- Prepare or coordinate technical proposals, quotations and commercial negotiations to progress opportunities to order.
- Work closely with UK applications and integration specialists and Micro-Epsilon GmbH teams for complex solutions and implementation planning.
- Contribute to product introductions, market-development priorities and long-term portfolio strategy.

Technology and application areas

The portfolio covers 2D/3D laser profile scanners, 3D snapshot sensors, reflective and other surface inspection technologies, standard 2D camera technology, optical measurement, 3D inspection software, sensor interfaces and industrial communications. Applications include profile and dimensional measurement, gap and flush measurement, surface defect inspection, automated quality control and production-line measurement.

Relevant end markets include advanced manufacturing, automotive, aerospace, electronics, battery production, machine building, industrial automation, robotics and quality inspection. The role is commercial and applications-led: integration and commissioning activities are supported by the applications/integration engineering team.

The candidate we are looking for

We welcome applications from senior technical sales engineers, sales managers, business development managers and experienced applications specialists who can demonstrate the commercial capability and ambition to lead a portfolio. Relevant backgrounds include machine vision, 2D/3D inspection, metrology, automation, sensors, instrumentation, robotics, controls, industrial imaging, advanced manufacturing and systems integration.

- Proven experience developing strategic accounts, technically complex opportunities or specialist product lines.
- Sound understanding of measurement/inspection applications, with confidence discussing feasibility and solution options.
- Strong technical credibility with engineers, quality/production teams, managers and senior decision-makers.
- A consultative, analytical approach that combines practical problem-solving with commercial judgement.
- Ability to prospect proactively, prioritise sectors and applications, and create opportunities beyond inbound enquiries.
- Confidence presenting complex technical information, demonstrations and commercial recommendations.
- Ownership mentality, collaboration skills and enthusiasm for long-term portfolio growth.

Direct experience with 2D/3D laser scanners, industrial machine vision, 3D inspection, cameras, PLCs, robotics or sensor interfaces would be particularly valuable. Previous Micro-Epsilon product experience is not required; product and application training will be provided.

Why join Micro-Epsilon?

This is an opportunity to shape the commercial future of a specialist 2D/3D portfolio within a global precision measurement technology business. You will work with sophisticated technologies, established customers, new market opportunities and international product teams, while benefiting from an experienced UK technical and applications support structure.

Salary, benefits and development

- £80,000 basic salary plus £40,000 performance-related bonus (£120,000 on-target earnings).
- Electric or hybrid company car, or car allowance.
- Company pension scheme with employer contributions matched up to 8%.
- Healthcare cash plan and company employee benefits.
- Company laptop, mobile phone and business expenses covered.
- Specialist 2D/3D product, software and applications training, including product training at Micro-Epsilon GmbH in Germany.

- Sales and applications coaching and ongoing professional development.

How to apply

To be considered for this opportunity, please submit your CV through the Micro-Epsilon UK vacancies page.

We are interested in candidates who combine sound technical capability with the ambition and commercial judgement to develop a strategic measurement and inspection portfolio across the UK and Ireland.