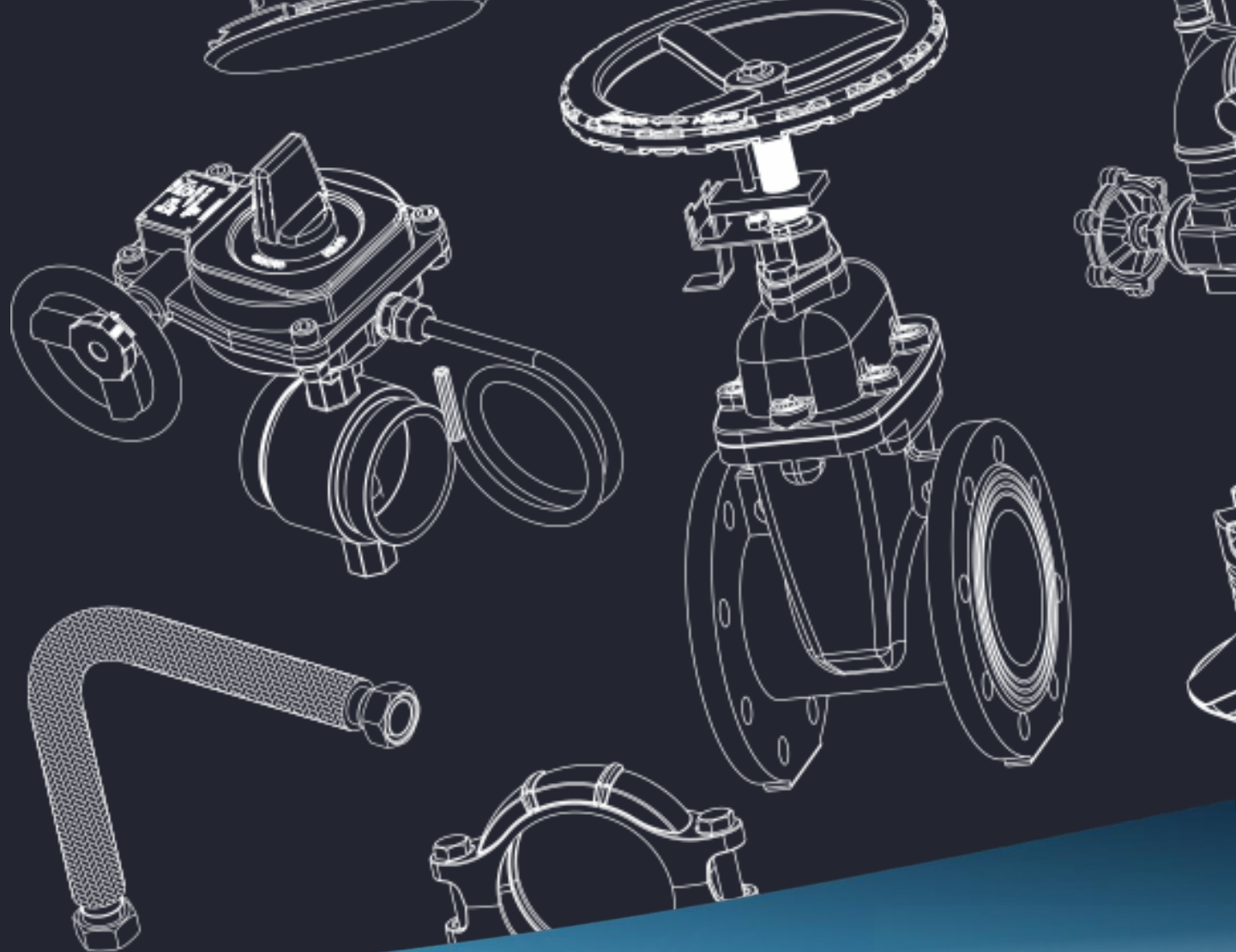




Area Sales Executive

Middle East

August 2026



www.rapidrop.com

Join Rapidrop

A Global Leader in Fire Protection Innovation



At Rapidrop, we are proud to be a British manufacturer and global supplier of high-quality fire sprinklers and fire suppression equipment. From our headquarters in Peterborough, Cambridgeshire, we support customers in over 75 countries with reliable, internationally approved fire safety solutions.

Our product range, including UK-manufactured sprinkler heads, valves, flexible hose systems and specialist fire protection components, has built a strong reputation for quality, innovation, technical expertise and our customer-centric approach.

We are committed to protecting lives and property, with our systems installed around the world and contributing to major commercial developments and landmark projects.

IFI, the original foundation of Rapidrop, supports the construction and fenestration industry by supplying specialists and installers with a comprehensive range of fixings, fitting tools and consumables.

Over the past eighteen months, Rapidrop has entered an exciting new phase of growth, welcoming a new CEO and Chairman alongside significant investment and long-term expansion plans. This includes new storage facilities in the UAE, increased European capacity and a new product development programme to expand our range and improve availability.

Today, our teams operate across the UK, Europe, the Middle East and South Africa, supported by continued investment in our UK headquarters, including a fully refurbished modern office environment. With a collaborative culture and a growing international footprint, Rapidrop offers an exciting opportunity to contribute to a business focused on innovation, growth and protecting people and property worldwide.



The Shard, United Kingdom



Mall of Istanbul, Turkey

Role Overview

Job Title: Area Sales Executive – Middle East

Location: Sharjah, UAE with regular travel across the Middle East

Contract: Permanent

Reports to: Head of Sales & Business Development – Middle East

As **Area Sales Executive – Middle East**, you will play an important role in supporting Rapidrop's continued growth across the region.

Working closely with the Head of Sales & Business Development – Middle East, you will develop and strengthen relationships with customers, distributors, consultants, contractors and specifiers, while proactively identifying new sales and project opportunities.

The role will combine new business development with account management, maintaining visibility of current and upcoming projects and supporting opportunities to increase sales, specification activity and market penetration.

Regular travel across the Middle East will be an important part of the role, providing the opportunity to build relationships, develop new business and represent Rapidrop at customer meetings, exhibitions and industry events.



Key Responsibilities



- Develop and strengthen relationships with new and existing customers, distributors, consultants, contractors and other key industry stakeholders across the Middle East.
- Proactively identify and develop new business opportunities, including new customers, distributors and project opportunities across the region.
- Manage new and existing customer accounts, identifying opportunities to increase sales, strengthen relationships and grow profitable market share.
- Build and maintain a strong sales pipeline, maintaining visibility of current and upcoming projects and providing clear reporting on sales activity, opportunities and market developments.
- Support project and specification opportunities, working with consultants, contractors and internal stakeholders to promote Rapidrop and its products as a partner of choice.
- Represent Rapidrop across the Middle East, including customer meetings, exhibitions, seminars and industry events, while monitoring competitor activity and emerging market opportunities.



Wembley Stadium, United Kingdom

Experience & Expertise



Essential

- Proven experience within a proactive sales or business development environment.
- Strong account management and relationship-building skills.
- Experience identifying and developing new customers and commercial opportunities.
- Experience managing sales opportunities and pipelines within a CRM environment.
- Strong commercial awareness with an understanding of sales, negotiation and objection handling.
- Excellent communication and stakeholder management skills, with the ability to work effectively across different cultures.
- Fluent written and spoken English.
- Ability and willingness to travel regularly across the Middle East.



VIMD Kvar, Zagreb, Croatia

Desirable

- Experience working within or across Middle East markets.
- Experience managing distributors, partners or key accounts.
- Experience engaging with consultants, contractors and specifiers.
- Previous sales experience within manufacturing, technical products or fire protection.
- Fluency in an additional language relevant to the Middle East.



Heathrow Airport, Terminal 5, United Kingdom

Why Join Rapidrop?

Rapidrop is a growing international business with a strong reputation for quality, innovation and reliability within the global fire protection industry. As the company continues its global expansion, we are investing in our people, products and capabilities to support long-term growth.

Joining Rapidrop means becoming part of a collaborative and ambitious team, where individuals are encouraged to contribute ideas, take ownership of their work and make a meaningful impact on the business.

This is an exciting opportunity to play a role in shaping the next stage of Rapidrop's international growth, working alongside experienced colleagues across multiple markets and functions.



Galeria Korona, Poland

Ready To Apply?

If you are excited about the opportunity to join Rapidrop and feel your experience aligns with the role, we would love to hear from you.

Our Recruitment Process

1. Apply

Please [click here](#) to submit your CV and a short supporting statement

2. Review

Applications are reviewed on a rolling basis and interviews may take place before the closing date, so early applications are encouraged.

3. Initial Conversation

Shortlisted candidates will be invited to an introductory discussion via Teams.

4. Interviews

Candidates progressing will attend two formal interviews with key stakeholders at our Sharjah Office or via Teams.

5. Outcome

A final decision will be made and candidates will be informed as soon as possible.



Inclusive Recruitment

Rapidrop is committed to creating an inclusive and supportive workplace where everyone feels valued, respected and able to thrive. We welcome applications from people of all backgrounds, experiences and perspectives, recognising that diversity strengthens our teams and drives innovation.

If you require any adjustments or support at any stage of the recruitment process, please let us know. We are committed to ensuring every candidate has a fair and positive experience.

Good luck with your application. We look forward to receiving your application and exploring how you could contribute to Rapidrop's continued growth and success.