

Market Expansion Associate

Location: Arlington, VA (Flexible)

About Fluence

Fluence, a Siemens and AES company, is the leading global energy storage technology solutions and services company that combines the agility of a fast-growing technology company with the expertise, vision, and financial backing of two industry powerhouses. Building on the pioneering work of AES Energy Storage and Siemens energy storage, Fluence's goal is to create a more sustainable future by transforming the way we power our world. The company offers proven energy storage technology solutions designed to address the diverse needs and challenges of customers in a rapidly transforming energy landscape, providing design, delivery, and integration in over 160 countries. Fluence works closely with customers throughout their journey and provides advisory, financing, and project lifecycle services.

Job Description

Do you want to work to transform the global electricity industry? Does commercializing clean energy technologies get you excited? Do you believe that energy storage is the key to a clean energy future? Do you love learning and strive to improve the environment around you? Do you want to work at a collaborative entrepreneurial startup with the backing of two industry powerhouses, AES and Siemens?

Fluence is seeking an energy storage **Market Expansion Associate** to help us grow the global energy storage market opportunity. You will identify new applications for energy storage, conduct market-opening activities to engage with customers, communicate the value of storage, perform market segmentation analyses for our solutions/services, and perform analytical storage benefit assessments.

Responsibilities

- Own Fluence's work to establish new applications of energy storage globally (e.g., virtual transmission line, virtual dam, blackstart).
- Structure business cases to demonstrate value to customers of storage applications and gain internal alignment across a broad set of Fluence stakeholders on the business case.
- Closely collaborate with sales colleagues to align on promising emerging applications each year.

- Establish regionally relevant go-to-market plans to drive sales efforts on new applications, including assessing overall market potential, channel strategy, and work with sales colleagues to establish goals.
- Establish a track record in the global energy industry as a thought leader on evangelizing for these emerging applications.
- Increase total revenue and megawatt pipeline for emerging energy storage applications globally.
- Enable early stage customer development; work with sales leaders to create business case calculations, competitive landscape assessments, and refine value pitch.

Ideal Candidates Will Possess:

- 3-5 years' experience in the energy industry and an understanding of market fundamentals driving broad investment decisions in the sector.
- Track record of successfully identifying and leading creation of new business lines.
- Passion for listening to customers and incorporating their feedback into go to market plans.
- High level of creativity and business acumen; ability to identify and vet opportunities that others may miss.
- High level of entrepreneurship – excitement to identify, own and see through to completion new ways of doing business.
- Ability to work cross functionally and collaborate with Sales, Services, Procurement, and Technology on projects to ensure Fluence is offering the best solutions to our customers.
- Experience building and maintaining analytic models.
- Experience in R, Matlab, Python, or similar (preferred).
- Strong communication skills across all channels.
- Experience building and maintaining analytic models.
- Belief that our work improves lives by lowering the cost of electricity, increasing electric reliability and resiliency, and creating a cleaner, more sustainable grid.
- Desire to work collaboratively in an entrepreneurial environment.
- Track record of taking ownership over responsibilities and pursuing them diligently.
- Strong presentation and interpersonal skills.
- Ability to seek and give advice and feedback.
- Experience in international energy markets. (preferred)
- Foreign language skills. (preferred)

Qualified candidates are requested to submit a resume and cover letter at careers@fluenceenergy.com for consideration.

Fluence Energy IS AN EQUAL OPPORTUNITY EMPLOYER and fully subscribes to the principles of Equal Employment Opportunity, to ensure that all applicants and employees are considered for hire, promotion, and job status without regard to race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, marital or familial status