

Application Engineer (Bilingual English-Spanish) – Cutting Tools Industry

Company Overview

HEULE Tool Corporation is the North American subsidiary of **HEULE AG**, a Swiss-based leader in high-precision, high-production cutting tools. We specialize in innovative cutting tool solutions for the machining and **machine tool** market, and pride ourselves on quality, innovation, and strong customer relationships.

Position Overview

We are seeking a **Bilingual Application Engineer (English/Spanish)** to join our North American Sales Team **based in the Cincinnati, Ohio area**. In this role, you will provide technical expertise and customer support for the Southwest U.S. and Mexico region. The Application Engineer will assist field representatives and end-users with our engineered cutting tool products, help expand our customer base through relationship-building, and drive sales opportunities. **Experience in the machine tool market is a strong plus**, as it will help you understand complex machining processes and better serve our clients in this industry.

Key Responsibilities

- **Technical Support:** Provide expert technical assistance to field sales representatives, distributors, and end-users on the selection and use of cutting tool products and services.
- **Customer Engagement:** Build and maintain strong customer relationships by offering solutions to improve their manufacturing processes. Offer on-site support by traveling to customer facilities (approximately one week per month) to assess tooling needs, gather requirements, and identify sales opportunities.
- **Sales Development:** Work to bring in new customers by demonstrating the value of HEULE's cutting tool solutions. Support existing customers with information and training to ensure satisfaction and foster repeat business.
- **Trade Shows & Events:** Represent HEULE Tool Corp at industry trade shows and events. Communicate product features and benefits to potential customers (in both English and Spanish) and stay informed on industry trends.
- **Distributor Collaboration:** Collaborate with a network of distributors and manufacturer representatives in the region. Provide product training and technical information to our partners to help drive sales and market penetration.

Qualifications and Skills

Required:

- **Education & Experience:** Technical degree in engineering, machining, or a related field – **or** equivalent hands-on machining background.

- **Language Proficiency: Bilingual in English and Spanish** (fluent in both written and spoken) – *this is essential for supporting our diverse customer base.*
- **Technical Knowledge:** Strong understanding of machining and tooling applications, including drilling, milling, and CNC programming (G-code).
- **Communication Skills:** Excellent verbal, written, and presentation skills. Ability to clearly explain technical concepts to varied audiences and communicate creatively to solve problems.
- **Organizational Skills:** Self-motivated and disciplined with the ability to prioritize tasks and manage multiple projects simultaneously. Attentive to detail and able to work independently in a remote/field environment.
- **Licenses:** Valid driver's license and either a valid passport (or the ability to obtain one) for occasional international travel to Mexico.

Preferred:

- **Industry Experience:** Previous experience in the cutting tool or **machine tool** industry, especially in an applications engineering or technical sales role. (Experience in the machine tool market will be a significant advantage.)
- **Sales Experience:** Proven experience selling metal cutting products or related industrial sales exposure.
- **Technology Skills:** Proficiency with Microsoft Office suite. Familiarity with CRM software and an ability to learn new technology tools is a plus.
- **Travel Experience:** Prior experience in a job that required travel. Willingness to travel ~25% of the time (approximately 7-10 days per month) to customer sites and events.

Compensation and Benefits

HEULE Tool Corporation offers a **competitive salary** commensurate with experience, along with a comprehensive benefits package, including:

- Health, dental, and vision insurance plans.
- Company-paid life insurance and short-term disability coverage.
- Paid vacation (starting in the first year) and paid holidays.
- Car allowance and reimbursement of travel expenses for work trips.
- 401(k) retirement plan (if applicable) and other supplemental benefits.
- Opportunities for ongoing professional development and training within a growing, innovative company.

How to Apply

If you are a qualified engineer with the required bilingual skills and a passion for the cutting tool/machine tool industry, we encourage you to apply. Please submit your **resume** and a brief **cover letter** highlighting your relevant experience and bilingual capabilities; hr@heuletool.com . We look forward to learning how you can contribute to our team!

Reports To: National Sales Manager

Job Type: Full-Time (Office-based with regular travel in the Southwest U.S. and Mexico)