

On behalf of an important client, we are looking for the following:

HEAD OF SALES AND MARKETING

EXPIRED

Requirements:

- Degree in Economics, Marketing, Management or similar fields
- Proven experience in managing sales and marketing strategies at an international level
- In-depth knowledge of retail and custom markets, with the ability to develop strategic partnerships
- Strong analytical skills and use of business intelligence tools for strategic decision-making

Responsibilities:

- Develop and implement sales strategies for retail and customized products, in line with company objectives
- Manage and supervise international sales teams, ensuring target achievement
- Build and maintain strong relationships with key clients, retail partners and distributors
- Identify new business opportunities in retail and custom markets, expanding company presence
- Define and manage coherent global pricing strategies adapted to different markets
- Collaborate with the Marketing team to design and implement targeted campaigns
- Coordinate participation in trade fairs and industry events to maximize brand visibility
- Support the development of customized products in collaboration with Production and R&D departments
- Lead innovation projects with a focus on sustainability and alignment with ethical standards
- Manage team performance, setting goals and providing regular feedback
- Implement customer engagement programs to enhance satisfaction and loyalty
- Analyze sales data and customer behavior to optimize commercial strategies
- Identify global trends and develop strategies for entering international markets

We invite candidates to send their application directly by e-mail to our consultant Mr. Alberto Largader (largader@lwphr.ch). Only profiles matching