



## **BRIXTON EUROPE BV**

Weesperzijde 29-II  
1091EC Amsterdam  
The Netherlands

### **Job Description**

Employee: Open

Job Title: European Sales Manager  
Department: Sales  
Reports to: GM Europe  
Direct Reports: Customer Service

**Summary:** The primary responsibility of this position is to create, build, and execute comprehensive sales and distribution plans for the Brixton Europe market that will result in robust revenue generation – in conjunction with leading a high performing sales team.

**Essential Duties and Responsibilities:** (Other duties may be assigned on an as needed basis)

- Create and achieve comprehensive sales plans for the BRIXTON business in the Europe
- Own, manage, and measure the sales force to ensure maximum performance
- Manage, execute, and track all brand initiatives on a seasonal basis
- Establish, develop, and maintain exceptional business relationships with current and prospective retailers & distributors in the assigned territory to generate business
- Perform business reviews with cost and pricing figures, and compile data of competitive activity
- Analyze market feedback and provide prioritized needs to the brand team
- Prepare and analyze sales trends, identify market and customer requirements, and communicate sales information to management on a regular basis.
- Perform regular market visits
- Maintain and analyze sales reports for regions and categories
- Provide detailed sales reports to be used and referenced company wide
- Research and report on market activity and recommend action plans to capture business opportunities
- Investigate potential new market opportunities and create a strategic plan to execute
- Ensure sales teams have all tools required to maximize revenue
- Establish and cultivate relationships with key retailer personnel in order to influence and execute strategic direction with these accounts.
- Track YOY / Seasonal and category growth within the specified account base
- Work with individual reps to insure tools and data are provided for hitting revenue targets
- Calendar road time to key specialty accounts
- Plan and execute targeted product & sales programs to drive revenue
- Architect and execute multi-channel sales strategies with an emphasis on account relationships and growth
- Lead aggressive company launches into adjacent markets and product categories

### **Experience and Background:**

- Bachelor's degree in Business Administration or similar work experience
- 5+ years of related experience in sales management
- Experience in building and leading a sales team
- Integrity, passion, energy
- Highly motivated and target driven mindset
- Digital-First mindset and understand Consumer trends and opportunities
- Proven work experience in Sales
- Excellent selling and negotiation skills