HEAD OF SALES GERMANY & AUSTRIA

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JOB DESCRIPTION

Ride Beyond

At Mondraker, we don't just build bikes—we challenge conventions. Innovation, performance and design have defined our DNA for more than two decades, creating some of the most advanced mountain bikes in the world.

Germany and Austria represent one of our most strategic and demanding markets. We are looking for an exceptional commercial leader to take our business to the next level.

If you are passionate about premium brands, understand the cycling industry and know how to build high-performing teams while delivering sustainable growth, we'd like to meet you.

YOUR MISSION

As Head of Sales for Germany & Austria, you will lead both the commercial strategy and the sales organisation across one of Mondraker's most important territories.

Beyond delivering ambitious business results, your primary mission will be to inspire, develop and lead a team of seven Sales Representatives, creating a high-performance culture based on accountability, collaboration and continuous improvement.

Working closely with Marketing, Product, Customer Service and HQ, you will transform market insights into commercial success while empowering your team to achieve its full potential.

WHAT YOU'LL DO:

- Define and execute the commercial strategy for Germany and Austria. Reporting directly to our Global Sales Manager.
- Lead, coach and develop a team of seven Sales Representatives, fostering engagement, ownership and high performance.
- Set clear objectives, monitor KPIs and provide regular feedback and performance coaching.
- Recruit, onboard and develop talent to strengthen the sales organisation over time.
- Drive sustainable sales growth while protecting Mondraker's premium brand positioning.
- Develop and strengthen our dealer network while identifying new business opportunities.
- Build long-term relationships with strategic retailers and partners.
- Negotiate annual agreements and commercial conditions.
- Analyse market trends, competitor activity and customer insights.
- Collaborate with Marketing on local activation plans and events.
- Deliver accurate forecasting and business planning.
- Represent Mondraker at trade shows, events and industry meetings.

WHAT WE OFFER

This is more than a sales leadership role.
It is the opportunity to shape the future of Mondraker in one of Europe's most influential cycling markets.

WE OFFER:

- A leadership position within one of the world's most innovative bike brands.
- The opportunity to lead and develop an established team with real impact on people and business performance.
- High autonomy and real decision-making responsibility.
- Direct impact on the company's international growth strategy.
- Collaboration with a passionate, ambitious and international team.
- Competitive compensation package including performance-based incentives.
- Company vehicle and travel expenses.
- Employee bike program.
- Continuous product training and access to the latest innovations.
- The chance to represent a brand that challenges the status quo every single day.

Ready to Ride Beyond?

If you're excited by the challenge of leading both a talented team and Mondraker's commercial development in Germany & Austria, we'd love to hear from you.

REQUIREMENTS

We're looking for a leader first and a salesperson second.
You combine commercial excellence with a genuine passion for developing people and building winning teams.

YOU BRING:

- Proven experience in a senior sales leadership role within Germany, ideally in the cycling, outdoor or premium sporting goods industry.
- Demonstrated success leading, coaching and developing high-performing sales teams.
- Experience managing field sales organisations across multiple territories.
- A leadership style based on trust, accountability and empowerment.
- Strong commercial acumen and a track record of delivering sustainable growth.
- Deep understanding of the German and Austrian bicycle markets.
- Strong network of dealers, distributors and industry contacts.
- Outstanding negotiation and relationship-building skills.
- Strategic thinking supported by strong analytical capabilities.
- A hands-on attitude and entrepreneurial mindset.
- Native in German and fluent in English. Spanish is a plus.
- Willingness to travel regularly.

Most importantly, you believe that great businesses are built by great teams - and that the best commercial results come from developing people as much as developing markets.