

NIKE DIRECT EUROPE SALES MANAGER

Department	Sales
Regio	EU NDDC-NSO
Location	Arendonk (Belgium) / Hilversum (Netherlands)
Website	https://allsport-group.com
Brands	Nike Accessories, Jordan accessories, Nike Vision, Sneaker LAB
Reports to	Brand Director Nike, Jordan and Sneaker LAB
Contract	Full-time (37,5 hours/week)

Company Overview

All Sport Equipment is the official distributor of Nike accessories, Jordan Accessories, Nike Vision and Sneakerlab for the Benelux, France, Spain, Portugal, Austria, Germany, Switzerland all Nike Stores and Nike Outlet Stores (Nike DTC) in Europe. We are passionate about delivering top-quality products and services.

Position

As the **Nike Direct Europe Sales Manager**, you will play a critical leadership role in driving the sales strategy for the Nike Direct business across Europe. Your responsibilities will include managing a portfolio of key strategic accounts while leading and coaching the sales team to meet regional targets. You will develop and implement commercial strategies that align with company goals, foster long-term client relationships, and collaborate with various internal teams to ensure successful execution of sales plans. This role requires a balance of high-level strategic thinking, hands-on management of accounts, and effective leadership to drive both team performance and overall company growth. You will also be responsible for analysing market trends, identifying new business opportunities, and ensuring operational efficiency, all while maintaining strong partnerships with Nike and other brand offices

Tasks and Responsibilities

Leadership

- Understand and represent All Sport's vision, mission, and values.
- Establish and execute commercial strategies aligned with All Sport's group strategy.
- Effectively communicate objectives, strategies, plans, and success metrics across the organization.
- Demonstrate strong commercial insights into market mechanisms within and beyond the organization.
- Motivate and direct the regional sales team to achieve team-oriented goals and support individual objectives.
- Coach and support team members in their professional development, handling conflicts as necessary.
- Monitor key retail KPIs such as sell-through rates and inventory management.
- Maintain a deep understanding of retail landscapes across all channels and speak the language of the customer.

Sales & Key Account Management

- Oversee regional gross-to-net sales results and manage a portfolio of strategic key accounts.
- Build meaningful and profitable relationships with key accounts.
- Present, discuss, and collect seasonal plans and orders from accounts.
- Follow up on all outstanding questions and issues with accounts.
- Negotiate and manage trade terms with relevant accounts.
- Maintain a clear overview of payment conditions, history, and performance, resolving issues as needed.
- Regularly investigate new business opportunities.
- Develop a thorough understanding of products and services offered.
- Foster close relationships with brand offices.

People Management

- Lead, coach, evaluate, and hire members of the sales team.
- Track team performance and set seasonal targets.
- Conduct market visits to support the sales team during presentations.
- Ensure the team adheres to the company's expense policies, maintaining fairness and good faith.

Core Competencies

Our company operates based on 4 core values: **Passion, People, Entrepreneurial Spirit, and Diversity**. We seek candidates who embody these traits and bring them to life in their work:

Passion:

- Communicate positively and constructively, inspiring and motivating others.
- Speak the language of our customers, driven by passion and enthusiasm for the products.
- Embrace challenges as opportunities for growth and progress.

People:

- Be customer-focused and service-oriented.
- Build long-term, respectful relationships with customers and colleagues.
- Work collaboratively within the team to achieve shared success.
- Take responsibility for your role, acting as a pillar of support through reliability and integrity.

Entrepreneurial Spirit:

- Be action- and solution-oriented, ready to embrace challenges and changes.
- Actively seek out new business opportunities and be proactive in improving processes.
- Maintain flexibility and autonomy in decision-making, using market insights to stay ahead.
- Convince customers of new product concepts and guide them through trends and innovations.

Diversity:

- Welcome different perspectives and ideas to fuel creativity.
- Engage in discussions with an open mind, recognizing the value of cultural diversity.
- Challenge the status quo by thinking outside the box to improve continuously.

Experience and Qualifications

- Bachelor's degree in business, marketing, or a related field.
- 10 years of industry experience in leadership positions.
- Proficient in English (additional languages are a plus).
- Strong knowledge of Microsoft Office tools; experience with ERP systems (e.g., Dynamics AX) is preferred.
- Prior experience in business reporting, analysis, and presentations.

What we offer

- An exciting role in a fast-growing, family-owned company within the sports and retail sector.
- Opportunities to represent world-class brands like Nike, Jordan and Sneaker LAB.
- A supportive and stable work environment, with headquarters based in Arendonk, Belgium.
- Flexible working arrangements, including remote work options.
- Competitive salary package with a variable bonus.
- Additional benefits including a company car, mobile phone, meal vouchers, and hospitalization insurance.

How to Apply

If you're passionate about sports and excited to work with globally recognized brands like Nike and Jordan, we'd love to hear from you. Submit your CV and cover letter to **Michele Loos** at Michele.loos@allsport-group.com.

Why Join us

At All Sport Equipment, we believe that passion drives success. Our team is built on collaboration, innovation, and a commitment to continuous growth. If you're ready to take your career to the next level in an entrepreneurial and diverse environment, apply today!