

DAKINE

DAKINE Key Account Executive

Department	Sales
Region	Europe
Function	As Dakine Key Account Executive you will be in charge of the Dakine most important accounts in Europe. From largest generalist digital accounts to core specialty accounts you will lead the sales development, relationship and overall Brand elevation.
Contract	Full time
Manager	Dakine Sales Manager
Company	All Sport Group is the official distributor of JR 286 licensed product for Dakine in France, Germany, Austria, Switzerland, Poland, Netherlands, Belgium, Italy, Spain, Greece and Luxembourg.
Address	Hoge Mauw 175 , 2370 Arendonk, Belgium
Website	https://allsport-group.com

To apply please write to: recruitment.dakine@allsport-group.com

Values of our company

- **Passion** We use our drive and commitment to motivate and inspire others.
- **People** People are the core of our company, they make the difference.
- **Entrepreneurial** We are ambitious and not afraid to take on new challenges.
- **Diversity** We believe that diversity fosters creativity and innovation through different perspectives.

Key responsibilities

- **Drive Key Accounts growth and profitability**
 - Key Account Growth & Profitability: Develop and implement growth strategies and business plans with each Key Account to hit the assigned targets.
 - Profitability: Collaborate closely with the Dakine Sales Manager to ensure healthy profitability.
 - Seasonal Sell-Ins: Analyze sell through, build relevant assortments, develop compelling retail marketing support, promotional activities and present collections to customers.
 - Order Management: Take and ensure proper order entry.
 - Digital generalist accounts: maximize business by ensuring perfect tracking of performance and traffic driving spent with Amazon Europe and Bol.
- **Manage in-season service and business optimization**
 - Replenishment: Drive dynamic replenishment with the accounts while ensuring a healthy stock level.
 - In-Season Service: Ensure timely deliveries collaborating with supply chain and customer service.
 - Follow up Sell Through and identify additional opportunities.
- **Build unbreakable relationships with retailers and be a market expert**
 - Accounts relationship: Connect regularly with Key Accounts virtually and physically.
 - Market Expertise: Visit stores, attend fairs, and follow up competitors activities.
 - Reporting: Build and share quarterly reports, including constant market benchmarking to identify new trends and improve our way of working.

Competencies

- Mandatory experience in managing digital generalists accounts like Amazon or Bol.com.
- Strong negotiation skills.
- Passionate Sales Expert: Knowledgeable and connected to the Outdoor and Lifestyle industry.
- Proven Experience: Demonstrated success in managing Key Accounts and building long-term growth

Passion

- You are a real sales person with a passion for accessories products
- You have a passion for snow, surf, bike sports and understand the consumer's behavior.
- You have a strong passion and knowledge of the digital business way of working.

People

- You always maintain a respectful and collaborative relationship with colleagues and customers.
- You take responsibility for your role within the team.
- We can rely on you because of your integrity, reliability and stability.

Entrepreneurial

- You think action and solution-oriented and enjoy acting accordingly.
- You are driven to make a difference and achieve results by bringing an enthusiastic hands-on mentality and points for improvement.
- Your preparation and knowledge of the industry, products and competitors allow you to switch quickly.

Diversity

- You like to work in a pan-European environment.
- You are open to other opinions, decisions and cultures.

Experience and knowledge

- Bachelor level of education minimum.
- 5-8 years of industry experience in sales roles in pan-European roles.
- Fluent in English and French. Dutch a plus.
- Proven expertise in the Outdoor community.
- Capacity to travel in France and Belgium and Netherlands mainly.

What do you get in return

- Opportunity to make an impact by managing the largest Key Accounts and bring Dakine to more consumers at a key moment in the history of the Brand in Europe.
- Challenging position within a fast-growing family business.
- Pleasant, stable and sporty work environment.
- Company car.
- Bonus.
- Smart phone.
- Location: Annecy region, Paris, Belgium or Netherlands.