

Key Account Executive Digital

Department Sales

Regio Europe/Belgium

Function As Dakine Key Account Executive you will be in charge of the Dakine most important digital accounts in Europe. You will lead the sales development, relationship and overall Brand elevation for largest generalist digital accounts.

Contract Fulltime

Manager: European Sales Manager

Company All Sport is a Belgian family-owned company, founded in the 1970s.

Over the years, we have expanded our expertise in the sports and lifestyle sector. We work closely with leading sport and lifestyle brands (such as Dakine, Nike, Speedo & Sneaker Lab) to bring their stories and products to market.

Our headquarters and warehouse are strategically located in Belgium, in the heart of Europe. Our strong local presence through brand-focused sales teams and regional offices is key to fulfilling our mission.

We aim to contribute to a healthy and active world by making innovative and high-quality products as accessible as possible, so that everyone can integrate them into their daily lives.

Our entrepreneurial mindset, high standards, and proven credibility ensure long-term and loyal relationships with our partners, creating the ideal foundation for growth and success.

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.

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Hoge Mauw 175,
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OFFICIAL SUPPLIER



Values

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 European 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, Bol., Private Sport Shop...

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 Digital Expertise

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.
- You have real skills in managing digital key accounts
- Passionate Sales Expert
- Proven Experience: Demonstrated success in managing Key Accounts and building long-term growth

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 Dutch. French a plus.
- Proven expertise managing digital accounts
- 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.