



National Account Manager Retail/eTail

Where keystrokes meet key accounts – help us press success at every level.

YOUR MISSION

To lead the charge in shaping Cherry Americas' retail success story — one partner, one placement, one breakthrough at a time. This role is a call to action for a bold, strategic thinker who thrives on building lasting relationships, opening new doors, and turning challenges into growth. As National Account Manager, you won't just manage accounts — you'll be the driving force behind our expansion, influence, and performance in a fast-moving retail and eTail landscape.

YOUR RESPONSIBILITIES

- Acquire, manage and grow key national retail and ecommerce partner accounts.
- Implement promotional and pricing strategies to drive sell-through and brand visibility.
- Drive outside sales reps to meet and exceed targets.
- Develop sales forecasts and manage future demand planning.
- Strategically expand our retail footprint with new partnerships.

YOUR EXPERIENCES

- 5+ years of proven experience managing national or large regional retail accounts.
- A consistent track record of hitting quarterly and annual sales quotas.
- English fluency (Spanish is a plus).
- Strong CRM (Salesforce) and Microsoft 365 skills.
- A Bachelor's degree is preferred.

WHY CHERRY SHOULD BE YOUR CHOICE

WHAT IS CHERRY DOING?

We are an international manufacturer of keyboards and mice for the gaming & e-sports, office, healthcare and industrial sectors. In addition, CHERRY produces high-end switches for mechanical keyboards in Germany and China. Since its foundation in 1953, CHERRY has stood for innovative and high-quality products that are specially developed for different customer needs.

YOUR BENEFITS

- Direct ownership of key retail and ecommerce accounts – make a measurable impact without internal competition.
- Blend of retail and e-tail exposure – gain versatile experience across multiple sales channels.
- High-touch partner engagement – personal, on-site collaboration is not only encouraged but expected.
- Strategic, solution-driven selling – focus on long-term growth, not just transactions.

THE FRAMEWORK CONDITIONS

- **Company:**

Cherry AMERICAS

- **Place of work:** Remote / USA
- **Working hours:** 40 h / week
- **Line manager:** Head of Retail Sales

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

CHERRY is an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.

APPLY NOW

DO YOU HAVE ANY QUESTIONS?

We are available for you at [+49 9643 20 61 - 533](tel:+4996432061533) or by e-mail at martin.fiedler@cherry.de.

Cherry SE

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