



## Head of B2B Sales - Cherry Americas

**Shape strategy. Lead with impact. Grow the business.**

### **YOUR MISSION:**

This is more than a leadership role — it's a call to transform. As Head of B2B Sales at Cherry Americas, your mission is to elevate our B2B sales organization for the next era of growth. You'll lead a team, define strategy, and build lasting partnerships that expand our market share and maximize performance. If you're ready to lead from the front and leave a legacy of growth, this is your opportunity.

### **YOUR RESPONSIBILITIES**

- Own and lead the entire B2B sales strategy and operations for the region.
- Manage and develop a high-performing team of Channel Account Managers.
- Build and maintain strategic relationships with top distributors and reseller partners.
- Deliver accurate and transparent forecasts and sales reporting.
- Drive cross-functional collaboration and actively participate in global executive business reviews.

### **YOUR EXPERIENCES**

- Minimum 10 years' experience in B2B hardware sales and channel management.
- Proven experience leading B2B channel sales teams at a regional level as well as strong track record of meeting or exceeding sales targets.
- Fluent in English (Spanish a plus).
- Proficiency in Salesforce or CRM tools and Microsoft 365.
- Bachelor's degree 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

- Strategic ownership of the entire B2B sales function across the Americas region.
- Direct influence on company growth, market expansion, and executive decision-making.
- Leadership opportunity to shape, build, and mentor a high-performing sales team.
- High-level visibility through participation in global executive business reviews.
- Autonomy and impact in a respected, innovation-driven company with global reach.

## THE FRAMEWORK CONDITIONS

- **Company:** Cherry AMERICAS
- **Place of work:** Remote / USA
- **Working hours:** 40 h / week
- **Line manager:** Executive Director Cherry Americas

*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 [01707875785](tel:01707875785) or by e-mail at [peter.goebel@cherry.de](mailto:peter.goebel@cherry.de).

**Cherry SE**

Rosental 7, c/o Mindspace  
80331 München  
[www.cherry.de](http://www.cherry.de)