

HEAD OF B2B SALES

Shape B2B growth across the Americas region.

YOUR MISSION

You will lead the B2B sales business across the Americas region and align the organization with sustainable growth. Over the next one to two years, you will further develop the B2B sales organization, respond to increased competition and market innovation, and meet or exceed the defined sales targets. Success means increasing sell-through demand among distribution and reseller partners while gaining market share against the competition. You will combine overall strategic ownership with effective leadership and reliable sales management.

YOUR RESPONSIBILITIES

- You will take ownership of the entire B2B business across the Americas region.
- Leading and developing a team of five B2B Channel Account Managers will be in your hands.
- You will build strong senior-level relationships with our most important distribution and reseller partners.
- You will ensure transparent, precise, and reliable forecasting across all B2B sales activities.

YOUR EXPERIENCES

- A bachelor’s degree is mandatory for this position.
- You have experience managing B2B channel sales teams and taking responsibility for a sales region.
- You can demonstrate a proven track record of meeting or exceeding sales targets.
- You communicate confidently and effectively in English.

- Working with other departments, you will create the conditions required for the success of the B2B business.
- Strong leadership and communication skills, combined with the ability to make clear decisions, complete your profile.

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

- You get the freedom to shape the B2B sales strategy for the Americas and make a visible commercial impact.
- You work directly with key partners, giving you real influence over strategic distribution and key account relationships.
- Your impact is visible at the highest level, with regular opportunities to discuss business performance directly with the Executive Board.

FRAMEWORK CONDITIONS

- **Company:** CHERRY Americas
- **Place of work:** Kenosha, Wisconsin (hybrid)
- **Working hours:** 40 hours per week
- **Line manager:** Executive Director

EQUAL EMPLOYMENT OPPORTUNITY

CHERRY is committed to equal employment opportunity. We consider qualified applicants for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, disability, genetic information, or any other characteristic protected by applicable law. Qualified applicants who require a reasonable accommodation during the application or recruitment process may request appropriate support.

NOTICE REGARDING INTERNAL CANDIDATES

Please note that this position is open to both internal and external candidates. Internal applications will also be considered as part of the selection process. Therefore, the publication of this position does not guarantee that the vacancy will ultimately be filled by an external candidate.

APPLY NOW

DO YOU HAVE ANY QUESTIONS?

We are available for you at +49 9643 20 61 - 533 or by e-mail at martin.fiedler@cherry.de.

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