



## Senior Key Account Manager (m/f/d) - Consumer France

**Develop the peripheral business in the French retail sector and support the transformation of Cherry's DNA into a consumer brand!**

### **YOUR MISSION:**

You will acquire new partners, develop existing partnerships and ensure greater visibility for our peripheral product portfolio. This will not only enable you to increase retail sales figures, but also help CHERRY to be recognised even more as a consumer brand in future, and not just as a B2B brand.

### **YOUR RESPONSIBILITIES**

- In addition to acquiring new sales partners, you will also be responsible for supporting and developing existing retail-partnerships and the brand/share in the French market
- Your sales promotion measures will include active PoS management and close cooperation with channel marketing in order to increase the visibility of the product portfolio, among other things

### **YOUR EXPERIENCES**

- You have several years of experience in retail partner management in the French market and a proven track record in the sale of IT/consumer products as well as already a solid network in the relevant French retailer landscape
- You have a sound knowledge and the organisational skills to develop a brand and the business from scratch
- Your communication skills include excellent French and fluent English

- You will coordinate internationally with sales colleagues to develop a Europe-wide retail sales plan and work with the SVP Global Peripherals to develop strategies for sales activities and the framework of contractual conditions
- Continuous KPI management and regular forecasts as well as active inventory management will support your sales activities and ensure business transparency and management alignment to develop growth and profitability
- You will work closely with local and international Cherry distribution fulfilment partners to support the business / supply and represent France into the Cherry headquarter
- You are willing to travel internationally and have a valid driving licence so that you can visit customers on site
- You are familiar with first team management experience and an accepted leader of small teams

## 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. Since its foundation in 1953, CHERRY has stood for innovative and high-quality products that are specially developed for different customer needs.

### YOUR BENEFITS

- As an operational leader in France, you will have a high degree of freedom to build up the retail business
- This position will enable you to grow quickly within and beyond this role
- As part of a pan-European team, you will work together on goals and support each other in achieving them
- Of course, you will also benefit from flexible working hours, the option of mobile working and many other aspects, which we would be happy to explain to you in more detail in an interview

## THE FRAMEWORK CONDITIONS

- **Company:** Cherry S.A.R.L.
- **Place of work:** Remote or Paris (hybrid) possible
- **Working hours:** Full-time

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](mailto:martin.fiedler@cherry.de).

### Cherry SE

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