



Channel Marketing Manager

Shape the expansion of an iconic peripherals brand with creativity, focus, and measurable results

YOUR MISSION

As Channel Marketing Manager, you will play a crucial role in rebuilding CHERRY's market presence and brand awareness across a highly competitive peripherals landscape. The role requires navigating limited resources while driving impactful channel marketing initiatives that strengthen partner performance and elevate the brand. This enables you to deliver strong returns on marketing investments, contribute meaningfully to go-to-market and financial objectives, and help position CHERRY as a leading provider of computer peripherals throughout the Americas.

YOUR RESPONSIBILITIES

- Coordinate and execute strategic channel marketing programs that drive consumer engagement, strengthen brand presence, and increase sales across key partners.
- Collaborate closely with Sales Managers, retailers, and distributors to align channel marketing activities with revenue and growth objectives.
- Analyze market and channel data to develop high-impact initiatives that

YOUR EXPERIENCES

- Proven background in channel marketing management with demonstrated success driving growth through partner ecosystems.
- Strong experience supporting and managing channel partners, including distributors, retailers, and sales managers.
- Demonstrated ability to work effectively with cross-functional teams and thrive within a global, matrixed organization.

maximize ROI and support long-term business performance.

- Participate regularly in customer and partner meetings to present plans, review results, and identify new growth opportunities.
- Serve as the primary marketing liaison for retailers, agencies, and distribution partners to ensure consistent communication and flawless program execution.

- High-energy, creative thinker with a proactive, solutions-oriented mindset.

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

- Opportunity to shape and lead all marketing activities for the Americas within an established company with significant growth potential.
- Key member of the Cherry Global Marketing team, driving strategy and execution for the entire Cherry Americas region.
- High level of creative freedom with the ability to develop innovative concepts, programs, and go-to-market initiatives.
- Fully remote role within the United States, offering flexibility and a modern, agile working environment.
- Ability to make a visible impact in a global organization with strong cross-functional collaboration.

FRAMEWORK CONDITIONS

- **Company:** Cherry AMERICAS

- **Place of work:** Remote (US)
- **Working hours:** 40 h / week
- **Line manager:** Executive Director

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

Rosental 7, c/o Mindspace
80331 München
www.cherry.de