

## Trixie – Sales Director Benelux

### Sales Director Benelux

**Are you an experienced sales professional with a strategic mindset and a passion for leading and motivating teams? Do you want to help build the growth of a dynamic company with international ambitions? Then you might be the Sales Director Benelux we're looking for at Trixie!**

*As Sales Director, you are the driving force behind our sales strategy and commercial growth. You lead the regional sales teams in the Benelux and support them in achieving their objectives. You will also help shape the international sales approach in both design and execution. In addition, you work closely with marketing, operations, and other departments to accelerate the company's growth.*

### Your responsibilities

#### Strategic sales development

- Analyzing market trends and the competitive landscape in a rapidly changing environment.
- Developing and rolling out the international sales strategy and budgets for the short and long term.
- Translating the sales strategy into detailed sales plans with sales KPIs, starting from country and customer segment levels.
- Designing omnichannel (e-commerce) strategies for different countries.

#### Sales management and market development

- Monitoring the performance of regional sales teams and distributors to achieve sales targets.
- Identifying and capitalizing on growth opportunities in existing and new markets.
- Maintaining strong relationships with a select group of key B2B customers in the Benelux.

#### Collaboration and internal processes

- Aligning with marketing and product management on the annual cycle.
- Optimizing and steering the sales and operations alignment process.
- CRM optimization and implementation of best practices.

#### Reporting and budget management

- Preparing and presenting sales reports and forecasts to management.
- Managing the sales budget and ensuring profitable growth.
- Analyzing and optimizing profitability at both country and customer levels.

### Your profile

- You have at least 5 years of experience in a strategic sales management role in a B2B context, with demonstrable leadership in fashion industry, toys or consumer industry.

- You possess strong analytical skills to identify trends and needs and translate them into an effective sales strategy.
- Excellent communication and coaching skills.
- A driven, ambitious mindset with a clear focus on results and growth.
- Willing to make regular short trips abroad.
- Fluent in Dutch, French, and English, both spoken and written. German is a plus.

## We offer

An **infinite playground** of opportunities!

At Trixie, you'll work in an **inspiring, creative environment** where you can be completely yourself — surrounded by **energetic colleagues** who love to **lunch and laugh** together.

You'll also step into a world full of endless possibilities — a place where you're encouraged to **grow, create, and make a real impact**.

- **Infinite growth:** explore and develop your talents in a dynamic organization, with all the ups, downs, and progress that come with it.
- **Infinite impact:** we offer you plenty of autonomy and trust, so you can take initiative and actively help shape the Trixie brand. Your ideas matter.
- **Infinite incentives:** count on a competitive gross salary topped up with various extra-legal benefits (expense allowance, meal and eco vouchers, hospitalization insurance, cafeteria plan, ...), the flexibility to take extra (unpaid) leave when you need it, and fun moments with the Trixie CROWD. And yes, **hybrid work** is an option after your onboarding period.

Ready to experience all of this in a place as inspiring as your job? Welcome to Treehouse – our **brand-new, sustainable office building** where **imagination and connection** come to life.

<https://www.trixie-baby.com/home>