



## Key Account Manager Footwear | Belgium

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Björn Borg ([www.bjornborg.com](http://www.bjornborg.com)) has become a sports fashion brand that cannot be ignored. We are on an exciting journey and our ambitions are clear – **Become the number 1 Sports Fashion brand in the world.** Björn Borg aims to offer a company culture built on high ambition, drive and a strong passion with a team spirit that will give you the power to succeed, and we value a positive mindset that can provide us with the strength to be the best at what we do.

As a Key Account Manager Footwear, you play a crucial part of our Belgium Sales Team. In this role you report to the County Manager Belgium. Within the Bjorn Borg Benelux organization, you are one of the links to make the brand better and will be a great addition to the team due to your enthusiasm. You need to have the ability to work strategically but more importantly you will need to be very hands on, from planning to execution. You have **passion**, share our culture, and have a **winning attitude**. We encourage **bold** choices and **empowering** each other to grow. Our unique commitment to self-expression, self-assurance, and **magnetic** appeal makes us an exceptional employer, driving talent and fostering individuality.

### Your main tasks and responsibilities

- Build strong existing- and new relationships with regional accounts, stay informed and take the lead.
- Monitor sales KPI's and sell-through data and anticipate opportunities in both sales and activations.
- Key account management, forecasting and (strategic) planning, driving growth and profitability
- Target setting and achieving set sales targets via pre-sales, direct sales, and effective block order management while boosting sell-through performance.
- Visit brick & mortar accounts to check on the collection, get feedback from the shopfloor and look for opportunities to create the best possible feedback on collection for next seasons.
- Prepare monthly sales reports for Key Accounts and categories.
- Maintain close collaboration with our marketing departments for the activation of your accounts.

### Skills & experiences

- 4+ years of experience, preferably in footwear (with a passion for sports and fashion).
- You have command of the Dutch, French and English language both verbally and in writing.
- You have a strong customer focus (internal/external/quality).
- You have strong communication, negotiating and presentation skills.
- Driver's license (B category) is required.
- You understand the footwear market & have a strong affinity for sports.
- You are a self-leader with high interpersonal skills
- Good financial sense, proficient in making independent calculations and forecasts, and analyzing sales and market data into valuable customer insights and business opportunities

As a person, you are an easy-going and communicative team player who is happy to contribute to a good atmosphere in the group. You have the ability to independently drive your work forward and take responsibility for your tasks being completed on time and with high quality. If you are also solution-oriented, curious and thrive in an environment with constant development, we think you will be a perfect fit at Björn Borg.

### **An organization where you will have opportunities for personal and professional growth!**

We are an ambitious organization that sets clear goals and pursues performance management. The company culture is characterized by openness, a high sense of responsibility, short lines of communication, a young dynamic and informal atmosphere where people work with great enthusiasm and energy! One of our regular habits is "Sportshour". Every Friday from 11:00 to 12:00 we workout with the whole company. We continue to structurally improve and build on the values of our organization:

- **Passion** Stands for working with passion at Björn Borg to get the best out of yourself and the brand every day.
- **Empowering** We show that we care about each other, encourage each other to keep developing ourselves and the brand to keep developing even beyond what you thought was possible.
- **Winning Attitude** A winning attitude means going for the win. You win for yourself, and you win for your team. We never give up and believe that we have the power to win!
- **Bold** We don't believe in standard. We stand up for what we believe in, regardless of the consequences. We do things our way, and in doing so we encourage people to do the best they can.
- **Magnetic** The appeal of our brand comes from within. From Björn Borg and our team, you want to be a part of it. It makes us attractive because of who we are, and we have confidence in this. Self-confidence and expression are central to this.

### **What do we offer?**

- You can expect a good competitive salary with great benefits such as a phone, laptop, pension plan, gym membership, and an attractive employee discount of 40%.
- Hybrid work model - 3 fixed office days (you will work from the Antwerp region).
- You will be provided with a car to facilitate your account visits.
- Our headquarters is located in Stockholm, Sweden which means you will travel to Sweden twice a year for our GBS (Global Brand Summit).
- A brand-new office & showroom in the heart of Amsterdam.
- At Björn Borg you work in a dynamic and inspiring work environment where professionalism, team spirit, humor and personal development play an important role.

### **How is the interview process?**

You can apply for this vacancy by sending your CV & cover letter to [hr.benelux@bjornborg.com](mailto:hr.benelux@bjornborg.com). You will receive an email when your application has been processed. We will then evaluate whether the applicant meets the qualifications for the position. If your application is successfully reviewed, you will be invited for a first interview (in person). We usually make a decision after the second/third interview. Do not hesitate to contact our team at any stage of your application.

### **Do you have any substantive questions about this position?**

Pelle, our HR Business Partner Benelux, is available to answer your question. Please contact us by emailing [hr.benelux@bjornborg.com](mailto:hr.benelux@bjornborg.com).