



SALES DIRECTOR EUROPE

Your Job

The Sales director's key responsibility is to acquire new clients across Europe in Amoobi's core targets (large international grocery and big box retailers). The secondary responsibility is to work together with the key account management team on how to grow and upsell our existing clients. Within our clients organization, we're targeting the merchandising team. Our product being transformative, we're addressing senior stakeholders to convince them of the added value of our tool for the whole (merchandising) organization. Our main users are the assortment and category management teams who are using our insights to improve how they manage (and optimize) space in their respective categories.

A successful sales director will be able to articulate a complete end to end relationship with senior stakeholders and will act as a leader within the team. Being a growing company, we require a successful sales director to be working effectively with several members of the Amoobi leadership team. Sales Director means playing several roles within Amoobi.

Context: Over the years, we've established Amoobi has a strong partner with several large international retailers. We currently have clients in Food, DIY and Consumers electronics across Europe. We continuously delivered ~35% growth globally over the last 5 years and we want to continue this pace. Our goal is to add blue chips references to our already strong list across Europe focusing on large Food/DIY/Consumer electronics retailers. The goal is to make sure we embed ourselves into their merchandising process for space optimization.

What we're looking for

An effective sales person

In that function, the sales director is able to set ambitious and achievable sales targets and close deals, which entails various qualities:

- Be able to reach out in a professional way towards senior managers within various retailers. We're expecting the sales director to be able to tap in his own network of relevant contacts and to demonstrate an ability to create good relationships and to navigate his/her way within any retailer organization.
- Have a demonstrated experience in selling complex technology products to senior stakeholders and large retailers ideally with a primary focus on grocery retail. It could be a past experience in selling planogram solutions, pricing tools software, or any kind of saas software for retailers.
- Establish credibility through an in-depth knowledge of retail and how customer journey knowledge can impact modern retailing.
- Be able to engage verbally and present the benefits of our solution. Be able to articulate how Amoobi will drive a ROI for the customer
- Define sales objectives for the year
- Create proposals, quote, presentations

- Be comfortable dealing with experienced negotiators. Understand what can be challenged, discussed and achieve win-win situations.
- Make a product sales, meaning remain strict on selling the product and his features while listening to features requests that are not part of the product.

KPI to measure success: sales volumes, average net sales price, product mix and quality of references.

Align with the values and culture of Amoobi

At Amoobi, we're changing the way merchandising teams do their work. We help them think about opportunities to improve the space allocation and we aim to become a standard part of every category reset process. Being a small team, we have to work together and being data focused, we have to be extremely cautious about the quality of our data, insights and recommendations. We're looking for someone who will be driven by passion and will think strategically. We're looking for someone ready to engage into a marathon rather than a sprint and interested in the overall success of the company. We're expecting you'll be excited by the mission and the contribution of Amoobi to the retail market. We're ready to be challenged and will welcome any experience that helps us improve how we do business and help us grow.

A team leader and a team player

A member of the sales team is a central element of the team as the process of delivery and the future of our products is linked to customers. A sales director is therefore always in contact with the rest of the team, being the product manager to funnel all the features ideas coming from the customers or talking to the delivery team about ongoing projects or talking to the R&D team and product manager about future products. The sales director will work closely with the CEO and the head of key accounts to grow the business by acquiring new clients or helping grow existing clients. The sales director will always seek to enhance the capabilities and skills of the team members, a key role will therefore be able (or willing to evolve towards) to manage a team, to set objectives, to identify strengths and skills gaps with a clear growth action plan for each member of the team. Ideally, the sales director should also be capable of growing the team, therefore recruiting A players and bringing them onboard.

You have:

- You have between 5 to 15 years of experience, mostly in sales
- You have demonstrated experience selling B2B tech solutions to large companies, ideally retailers. You have a proven track record in the conversion of similar projects (large tech B2B solutions).
- You have a network in retail that you can use to achieve your goals. You're comfortable pushing forward sales deals from very early stages. You're ready to create leads from any source (cold calling, marketing generated leads, participations to events, etc...)
- You can build a team as the company grows and bring talented individuals to join you.
- You speak English fluently. Additional languages like German, Dutch, French or Spanish are a plus.



- You're a strong communicator and you can present complex arguments in a simple and impactful way to senior stakeholders
- You share Amoobi's value and you believe in the mission of Amoobi
- You're autonomous and not afraid by the challenge of scaling up Amoobi across Europe
- You're ready to travel to achieve your sales targets.

About Amoobi

Amoobi is an innovative and fast-growing scale-up. We have built a unique technology that uses 3D optical sensors to automatically track and measure the customer journey through brick and mortar retail stores. Using these sensors, we can derive insights and recommendations for store optimization. Our vision is to become the market leader in retail space analytics, and help retailers and brands make their store space easier, more efficient, and more enjoyable for customers to shop. This improves customer loyalty and overall sales. In a world where physical retail is challenged by ecommerce, we are bringing an innovative way of measuring and improving the customer experience in-store.

Amoobi has an international presence, operating in more than 10 countries. Our client base includes some of the world's largest retailers and FMCG players, including CVS, the Walmart Group, Tesco, Ikea, Media Markt, Carrefour, Delhaize, Metro Group, and P&G among others. We currently operate across Europe and North America, with our head office in Belgium and our North America office in New York City. We are growing fast (>50% year over year) and we would like to accelerate our growth to become the leader for merchandising optimization through in-store analytics.

Amoobi values its culture, and your fit with it is a key criteria for joining the team. At Amoobi, we seek the highest quality in everything we do. We reach that through our commitment to support our fellow colleagues and to deliver the best insights to our clients with honesty. Above everything, we focus on the team and our ability to progress together while having fun. The ideal candidate will bring fun to the team and help us provide new and existing clients with more high-quality insights via an extraordinary commitment to the team and our goal.

We want to make Amoobi a fun and flexible environment to work in. We organize monthly fun activities and we offer flexibility with up to 3 days of home working per week and a large flexibility on how you organize your work.

To apply, send your CV and a short note about why you think you are the right candidate to jobs@amoobi.com.