

## Sales Manager – Italy

- **Dynamic and fast-growing in the farming industry – Motivated local team**
- **Energetic people manager and passionate about sales management**
- **Maximise direct & reseller sales**

**Accountability for regional sales – Analyse & forecast opportunity across the region – secure new Customers & value adding Resellers – Achieve sales growth.**

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### About Datamars

Datamars is a global data solutions company with a 30+ year legacy in animal and textile solutions. Our brands and products put powerful data in the hands of our customers so they can make better informed decisions, get the right results, and achieve measurable success - today and tomorrow. We're bringing together products, technologies and capabilities that build on our history as a successful identification and data solutions company.

This role is key to driving the business growth by consolidating Datamars market position in the Italian Market. Under this role you will coordinate the Commercial Team (2 experienced sales managers and a Customer Service Team) and you be responsible for the development of our resellers Network into the Market. The sales manager will also liaise with the regional Marketing teams to build a marketing plan and campaigns to support revenue growth which will include shows, print and digital marketing and social media.

### An insight to the role

- Develop and implement new sales initiatives and strategies to provide our customer base with innovative solutions and products to retain and grow business.
- Grow the Resellers Network and achieve sales growth across the full range of Datamars products within existing customers.
- Management of key retailers/ channel partners for the business, providing business forecasts and liaising closely with Datamars operations teams to manage supply of goods.
- Front line management of some key/strategic customer accounts not directly managed by sales team, particularly in new markets.
- Developing a marketing plan and strategy and liaise with the local Datamars marketing and demand generation teams on shows, catalogues, flyers, advertising and social media.
- Manage with Commercial GM pricing and margins in the business in line with company Gross Profit targets.

### Key success factors

- Commercial & customer focus - outcome driven, resilient, self-motivated, proactive
- A proven track record of B2B business development and sales network establishment in the Italian region, incorporating industrial sales negotiations and management of local accounts.
- Engaging with highly effective communication, relationships & listening skills – ability to adapt your style and build rapport and credibility quickly
- **Industry experience is essential** – In depth knowledge of farming/livestock practises and ability to spot/identify opportunities for new solutions and new business growth and bring to market
- **Languages** – Besides Italian, English is essential; other languages would be highly advantageous
- Experience in managing people is ideal, however not essential – we are open to considering someone looking to step up in their career and take on this responsibility

**Location of the role** – preferably the Northern part of Italy. Requirement to be in the office in the Bergamo area 2 days per week

**Travel** – Regular travel away from home is expected to successfully manage the region

All applications need to be in English - Please apply online and for further insight into our business, products and innovations visit [www.datamars.com](http://www.datamars.com) and follow us on LinkedIn <https://www.linkedin.com/company/datamars-sa>