

**Birkenstock USA, LP**  
**Strategic Accounts Manager**

At Birkenstock, our business is a reflection of who we are. We have a passion for our products, an appreciation of their heritage and a genuine belief in their benefits. Our business is a reflection of what we represent - quality products that are comfortable, unique, timeless and respectful of the world around us. Our mission is to deliver happiness and satisfaction.

In order to provide quality products and services, we need quality people. We are looking for talented people who share our values of accountability, responsiveness, excellence, teamwork, respect, integrity and a positive attitude.

<b><u>Job Title:</u></b>	Strategic Accounts Manager
<b><u>Reports To:</u></b>	Senior Director Strategic Accounts
<b><u>Location:</u></b>	NY Metro/East Coast
<b><u>Territory:</u></b>	Various
<b><u>Position Type:</u></b>	Regular, F/T with benefits –Exempt
<b><u>Base Annual Salary Range:</u></b>	\$130K to \$160K

**Overview**

This position is responsible for actively managing major accounts including national retailers, department stores and specialty chain accounts. This position is responsible for optimizing sales to existing accounts via managed/engineered distribution, inventory management and controlled sell-through. The Strategic Account Manager will develop strong working relationships with account merchants, buyers, assistant buyers, planners and decision-makers ensuring they receive the attention, education, service and product needed for successful growth by performing the following duties.

**Responsibilities**

- Attains sales and profitability objectives by selling product lines to assigned accounts.
- Achieves other assigned goals (e.g., Total Pre-booking orders, Total Pre-season orders etc.)
- Maintains and penetrates existing accounts by selling additional volume and new product lines.
- Manages the sales process, including: sales forecasting, order planning and account review with existing accounts, product assortments, marketing and sell-through program execution, account education on products, new account identification/conversion, and account management tasks.
- Creates and negotiates business plans for major accounts to optimize product opportunities. Uses expert sales knowledge in consulting accounts on open-to-buy plans, and analyzing flow of receipts, turnover, gross margins, and other business data.
- Develops strong relationships with account buyers and decision-makers to establish a long-term relationship between Birkenstock, USA and accounts.
- Works with Strategic Accounts Store Merchandising to optimize account location visits, merchandising product stock and to assess need for clinics/trunk shows to educate retailers on Birkenstock, USA products and philosophy.
- Provides excellent communications both externally and internally with Birkenstock, USA partners. Understands, communicates and leverages service visit information back to Birkenstock, regarding customer feedback, trends, competitors, marketing, and any other relevant information.
- Visit accounts a minimum of one time per selling season and as necessary. Understands impact of accounts and communicates accordingly.

- Responsible for developing Marketing Plan. Manages budget for marketing and advertising for assigned account(s). Tracks advertising, promotions, and servicing per account.
- Plans, executes, and leads Buy Meetings
- Develops and manages expenses to budget.
- Travels territory in most effective, cost-efficient way.
- Participates as an active member of the Sales team including: group meetings, phone calls, sales meetings, regional shows as requested or needed.
- Keeps current on all new company product offerings and product changes within assigned product lines.
- Other duties and projects as assigned.

### **Position Requirements/Qualifications**

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Business or related field; 3-5 years of related experience (wholesale retail/apparel or footwear) and, or training; or equivalent combination of education and experience.
- 3-5 years' experience managing a high-volume nationwide business across genders
- Must be well versed in retail replenishment processes including large Reserve Stock programs.
- Must have knowledge of all aspects of the retail businesses supported
- Retail buying office experience preferred in a buying or planning role.
- Experience working with large companies (department stores, specialty stores, chains).
- Ability to apply financial data to make decisions and influence outcomes. This includes margins, retail math, forecast/projections, probability and statistical inferences, fractions, percentages, ratio's etc.
- Must have excellent communications skills and ability to work effectively with all levels of personnel.
- Must have strong interpersonal skills to support leadership, management, negotiation and problem-solving functions of this role.
- Remain calm and professional in stressful situations.
- Detail oriented while maintaining an extremely positive attitude.
- Recognize problems, identify possible causes and resolve routine problems.
- Team player with a "can do" attitude that can work in a fast-paced environment.
- Ability to expertly and aggressively market and sell company's brand and products.
- Demonstrated ability to maintain a high degree of confidentiality.
- Ability to respond to a variety of requests from customers such as sales and marketing assistance, pricing recommendations, etc.
- Has a complete knowledge of all assigned product lines.
- Maintains a personal library of sales and technical materials for all assigned product lines.
- Must be able to work outside of regular business hours, which will include nights and weekends to meet customer requirements.
- Work requires willingness to travel up to 50% of the time.
- Valid driver's license and acceptable motor vehicle record.
- Must be able to lift and carry sample bags weighing up to 50 pounds.

If interested, please send cover letter and resume to [mhoessl@birkenstockusa.com](mailto:mhoessl@birkenstockusa.com). Subject line should list "Strategic Accounts Manager".

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.