

Manager Strategic Accounts

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. 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.

<u>JOB TITLE:</u>	Manager Strategic Accounts
<u>LOCATION:</u>	Remote (TBD)
<u>REPORTS TO:</u>	Senior Director Strategic Accounts
<u>TYPE:</u>	Regular – Full-Time w/ Benefits - Exempt
<u>SALARY:</u>	\$120k - \$150k

Note: Relocation and any associated costs are the sole responsibility of the person hired for this position.

OVERVIEW

The **Strategic Account Manager** plays a critical role in driving Birkenstock's growth and visibility within major national and specialty retail accounts, with a primary focus on the **Athletic Specialty and Sporting Goods** channel. This role is responsible for optimizing sales performance through thoughtful assortment planning, disciplined inventory management, and seamless sell-in/sell-through execution aligned with Birkenstock's brand values and premium positioning.

Serving as a trusted business partner, the Strategic Account Manager cultivates strong, collaborative relationships with key stakeholders - including merchants, buyers, planners, and senior decision-makers - to ensure they receive the product, insight, and support needed to fuel sustainable success. Through strategic account leadership, data-driven analysis, and deep understanding of both the customer and the consumer, this position strengthens Birkenstock's presence in the marketplace and reinforces its commitment to timeless design, quality craftsmanship, and enduring comfort.

DUTIES AND RESPONSIBILITIES

- Manage Strategic Accounts with an emphasis on the Athletic Specialty and Sporting Goods channel.
- 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.

Suggested Rewrite

KEY DUTIES AND RESPONSIBILITIES

- **Lead Strategic Account Management** across major partners, with a focus on the **Athletic Specialty and Sporting Goods** channel to drive growth, profitability, and brand presence.
- **Deliver sales and profitability goals** by strategically positioning Birkenstock product lines and maximizing sell-in and sell-through performance.
- **Achieve assigned business objectives** including total pre-booking, pre-season order targets, and other key metrics aligned with company strategy.
- **Expand existing account potential** by increasing product penetration, introducing new collections, and leveraging data-driven insights to identify growth opportunities.
- **Oversee the full sales process**, including forecasting, order planning, assortment curation, marketing execution, and post-season reviews to ensure optimal account performance.
- **Develop and negotiate business plans** with major accounts that maximize product visibility and profitability. Advise partners using expert knowledge of open-to-buy planning, inventory flow, turnover, and margin analysis.
- **Foster strong, long-term partnerships** with buyers, planners, and key decision-makers to ensure alignment with Birkenstock's brand standards, values, and commercial objectives.
- **Collaborate with the Strategic Accounts Merchandising team** to optimize in-store execution, product presentation, and retail education initiatives such as clinics, training sessions, and trunk shows.

- **Serve as a key communication bridge** between Birkenstock and retail partners—sharing marketplace insights, consumer trends, competitor activity, and actionable feedback to inform strategy and product development.
- **Conduct regular account visits** each selling season to strengthen relationships, evaluate performance, and identify new opportunities for growth.
- **Develop and manage annual marketing plans** and budgets for assigned accounts, ensuring effective investment in advertising, promotions, and brand storytelling.
- **Plan and lead buy meetings**, providing product education, market insights, and strategic recommendations that support partner success.
- **Manage budgets and expenses** responsibly, ensuring cost-effective territory travel and adherence to financial objectives.
- **Contribute to team success** by actively participating in sales meetings, regional trade shows, and internal planning sessions.
- **Stay current on all product lines**, innovations, and brand initiatives to represent Birkenstock with deep product knowledge and authenticity.
- **Perform additional projects and responsibilities** as assigned to support the overall growth and success of Birkenstock USA

POSITION REQUIREMENTS/QUALIFICATIONS

- Bachelor's degree (B.A. / B.S.) from a four-year college or university in Business or related field; 5-10 years of related experience (wholesale retail/apparel or footwear) and, or training; or equivalent combination of education and experience.
- 5-10 years' experience managing a high-volume nationwide business across genders
- Must have knowledge of all aspects of the retail businesses supported
- Retail buying office experience preferred in a buying or planning role.
- 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 kramos@birkenstockusa.com. Subject line should list "Manager Strategic Accounts."

BIRKENSTOCK USA, LP IS AN EQUAL OPPORTUNITY EMPLOYER.

