



# BESSEY. Simply better.

Innovative Clamping and Cutting Technology with Tradition



### Get Started with an Innovative Company!

In 1889, Max BESSEY founded the company BESSEY & Sohn in Stuttgart, Germany as a bright steel drawing plant. From its inception, the company has continuously expanded the range of products it offers. It was this spirit of growth that led BESSEY to begin production of hand clamping tools in the mid-1930s. Since then, the strength of its innovation has been underlined by the granting of numerous patents. "To stop improving is to stop being good", is the motto of company as said by founder Max Bessey, which remains true today, as it will in the future, and is the guiding principle to everything that the company does.

Our growing business of selling consumer and industrial tools is looking for a

## Director of Sales – Retail & E-Commerce North America

to join and strengthen our team in North America.

### ROLE OVERVIEW

We are looking for a Director of Sales – Retail & E-Commerce to grow our retail and online business across the USA and Canada. This person will manage key accounts like The Home Depot, Amazon, Rona, and other major retailers while driving e-commerce expansion in both B2B and exploring potentials in the DTC channel. The role requires developing strategies to promote new products and expand market share through innovation and strong customer relationships. This position also involves active participation and networking within the market to strengthen industry presence and foster long-term partnerships.

### KEY RESPONSIBILITIES

- Drive revenue growth in retail, e-commerce, and consumer sales.
- Manage and expand relationships with big-box retailers and online marketplaces.
- Develop and execute sales strategies for new product launches and market expansion.
- Promote new innovative products and ensure a strong retail presence and sell-through.
- Negotiate customer pricing and contracts on a yearly basis. Monitor contract balances and communicate any changes to customers and corporate multi-functional teams.
- Evaluate and explore modern sales tools such as ZoomInfo, LinkedIn Sales Navigator, and CRM platforms to assess their potential for lead generation, pipeline management, and business growth at BESSEY.
- Work closely with marketing, operations, and supply chain to optimize sales performance.
- Prepare the annual budget, forecasts by customers, and required analysis for specific channels and customers.
- Monitor KPIs, forecasts, and competitive trends to identify new opportunities.
- Actively participate in industry events, trade shows, and networking opportunities to enhance market presence.
- Explore and develop growth opportunities within Farm Ag and Co-op channels, building relationships and tailored sales strategies to meet the unique needs of these markets.

### QUALIFICATIONS

- 10+ years of sales leadership experience in retail, e-commerce, or consumer goods.
- Strong network and relationships within the home improvement retail sector, especially with The Home Depot.
- Hands-on leader with a growth-focused, strategic mindset.
- Expertise in B2B and DTC e-commerce, online sales strategies, and marketplace management.
- Proven experience launching and selling innovative products to drive market share is a must.
- Experience in the tool industry is a plus.
- Strong negotiation, analytical, and communication skills.
- Strong leadership and team management skills.
- Team player with strong intercultural skills.

### ADDITIONAL INFORMATION

- Requires frequent travel across North America and occasional international travel.

Please send your application to [mgarcia@besseytools.com](mailto:mgarcia@besseytools.com) with your salary expectations.

**We are looking forward to receiving your application!**

[www.besseytools.com](http://www.besseytools.com)

