

# Selle Royal Group

As an ecosystem of iconic cycling brands, our purpose is connecting humans with the outside world.

Today we develop, produce and market saddles, components and accessories for different kinds of bicycles and cyclists, focusing on research, technology and style to improve the cycling experience and lead the global cycling revolution.

With over 65 years of history, more than 1400 people and 9 corporate sites all around the world, we are constantly looking for talents that can bring their values to our six brands: **Selle Royal, Fizik, Brooks England, Crankbrothers, Pedaled** and **Pannier**, and foster a positive change for the Society and the Planet.

## Fizik Brand Specialist - DE

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For our **Retail team** in Germany, we are seeking a **Brand Specialist** who will be responsible for implementing development programs in the target market for the assigned brand while supporting local business partners. Could this be you?

**Fizik** is a performance cycling brand that designs and manufactures saddles, shoes, handle-bar tape and accessories for the most demanding cyclists.

### **YOUR RESPONSIBILITIES:**

- Collaborate with the sales team and brand to propose and organize trade marketing and promotional activities.
- Ensure the implementation of the sales and marketing plan according to the assigned brand's guidelines and strategies.
- Analyze the market to provide insights and feedback to the global team for brand strategy development.
- Maintain quality relationships with stores, retailers, and other key partners to uphold strong brand positioning.
- Map stores, chain stores, and distributors in the target market.
- Produce monthly reports on achieved results and upcoming projects, including qualitative and quantitative information.
- Oversee the presentation of product ranges in stores to maximize sales in accordance with each brand's retail guidelines.
- Train the sales force on product ranges, new products, technologies, and trade marketing opportunities.
- Periodically assist the sales force of distribution partners in the market.
- Support the Sales Area Manager in business and go-to-market activities with distributors in the target market.
- Assist business partners in open houses, sales meetings, and events.
- Help the global team with events and other brand positioning activities in the target market.
- Independently manage B2B, B2B2C, or B2C events as needed.

### **YOUR SKILLS:**

- Fluent in German and English (Italian is a plus)
- Business Strategy Fundamentals
- Familiarity with standard sales and marketing tools
- Interpersonal Communication
- Problem-solving, goal setting and stress management
- High motivation and willingness to travel nationally and internationally
- Passion for cycling and/or outdoor sports.

### **YOUR BACKGROUND:**

- Bachelor's or master's degree in Economics, Marketing or a related field
- 1-3 years of experience in related roles within international companies, ideally in the outdoor or sports industry.

If you are passionate about the industry and want to join a dynamic team, gain international experience, and work with a premium brand, you might be the perfect fit. Apply now:

<https://joblink.allibo.com/ats5/job-offer.aspx?DM=2147&SG=6&FT=722&ID=76874&LN=EN>

*All qualified applicants will receive consideration for employment without discrimination on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, or any other factors prohibited by law.*