



Key Account Manager (m/f) Switzerland

Location: Rolle, Switzerland

Duties:

Chiquita Switzerland sells branded bananas to customers in both the retail and wholesale markets in Switzerland. The Key Account Manager Switzerland is primarily responsible for growing the retail business through development and execution of joint business plans with key retailers and achieving agreed upon company targets in volume, net sales, gross margin and brand health. He/She will work closely with European HQ marketing department to ensure that the local sales program is aligned with overall European marketing strategy. The Key Account Manager Switzerland reports to the Director Sales & Market Coordination North Europe.

Primary responsibilities:

- Grow business with key retail accounts and ripeners/wholesalers through the development and execution of joint business plans and serving as customer's main point of contact for day to day sales and marketing issues
- Negotiate, develop and execute consumer and trade marketing programs at the PoS (i.e. promotions and in-store activations), managing creative process with agencies from idea conception to execution
- Track and monitor progress against plans and established KPIs and propose and implement corrective actions where needed in order to achieve targeted volumes, net sales and gross margins

The Key Account Manager Switzerland:

- Is part of a lean country management team and will be expected to actively participate in the establishment and the day to day execution of business strategy
- Will develop and maintain excellent customer relations with the top Swiss accounts (Migros, Coop, Manor, Volg etc.) and drive baseline sales growth through innovative customer and consumer support programs and activities
- Will develop a trade marketing support program to drive sales growth in this segment
- Participates in local events regarding sustainability and corporate social responsibility in order to stay informed of new developments and to strengthen Chiquita's network in this area.
- Will introduce relevant innovative concepts/products to the Swiss market in close collaboration with HQ Marketing & Innovation departments

Experience:

- Minimum of 5 years (ideally 10) senior sales and trade marketing experience in a leading FMCG company.
- A solid understanding and experience with the local trade environment is an absolute must.
- Experience in high performance Account Management is a must.
- Experience in fruit business or other perishables is a plus

Education:

- University degree (preferred in Economics or Commercial Sciences)/ Bachelor degree is a must. Masters degree-MBA preferred

Job Requirements:

- Strong market & customer orientation
- Hands-on and willing to roll up ones sleeves (entrepreneurial)
- Excellent communication and interpersonal skills
- Well-organized and structured (in a relatively unstructured environment)
- Project management skills and experience
- Team player
- Flexible and adaptable
- High sense of responsibility
- Problem solver (quick response and positive attitude)
- Analytical mindset towards problems
- Computer literate (MS Excel, Word, Powerpoint, Outlook, etc)

Mandatory:

- Knowledge in Fruits & Vegetable category (Wholesaler / Sales Manager F&V / Purchaser of Fruits)
- German language to negotiate with German speaking customers
- Drive F&V Wholesale markets
- Hands on
- Pro-active

Language skills:

- Fluent in oral and written German and English is a must.

Please send your expressive application to: dlaroch@chiquita.com