



JOB OFFER: Technical Sales Representative Central Europe

Coats is the world's leading industrial thread company. Extending its product & service portfolio with yarns, textiles, trims as well as software solutions. Headquartered in the UK, we have a workforce of 18,000 in some 50 countries, across six continents around the world.

Harnessing talent and technology in textile – for over 200 years, we have worked to harness talent and technology in textiles to enhance people's lives—touching everything from sewing thread to medical sutures and fibre optic cables, from high performance threads used in planes, automobiles and safety equipment to the yarns, fabrics and accessories that inspire create crafters around the world.

Connecting – we have been helping to connect and form the fabric of daily life on our planet for over 200 years, and our global footprint provides unrivalled access to markets and customers

Pioneering – we are restless pioneers, always seeking to create new advanced materials and partner with customers across multiple industries to realise the challenges they face

Trusted – we recognise that our success rests on our reputation and the trust and confidence of the people with whom we do business and the communities in which we operate

<https://www.coats.com/en/About/Who-we-are>

Role Purpose:

Responsibility for growing profitable sales in Central Europe (Germany, Austria, Switzerland and Benelux) as a part of the European sales team. The main task is to develop new technical projects and execute focused “go to market” plans in Central Europe and production countries in EMEA to gain market growth and increase business share for Coats in the Apparel, Footwear and Accessories field. The candidate needs to have a strong technical background, practical “hunt” mind set, being creative and flexible at the same time to overcome hurdles in the project creation process.

Principal Accountabilities and Key Activities

- Business development responsibility for the Central European Apparel Footwear Accessories Market, define and implement a clear sustainable profitable sales growth strategy for the territory.
- Work with the local sales team and EMEA Commercial Directors & sales teams, to provide clear and regular communication updates.
- Identify, qualify and implement a new business plan to successfully target new sales growth opportunities and cooperate with public authorities, institutes
- Support and drive our global digital strategy on thread and trims.
- Promote Coats technical expertise, Sustainability, Innovation and Digital capabilities in all existing and new Central European brands.
- Give a frequent feedback on market trends of sustainability and innovations in Central Europe. Identify key opportunities for short, mid and long-term sales strategy and growth
- Specific knowledge in the norm and certification business in technical and performance textile or the work wear industry is mandatory. Participation in norm giving process is preferred.
- A broad network to key decision makers in technical textile, workwear, medtech as well as footwear, fashion in the Central European Market place is preferred
- Understand and share updates on local market drivers: trade shows, competition activity and industry trends.

Education, Qualifications and Experience

- A Bachelor's degree or equivalent in any commercial discipline.
- Minimum of 3-6 years experience in brand development and proven track record in sales, preferably in a textiles environment.
- Results driven with experience in negotiating and delivery against significant contracts.
- Results orientation, strategic thinker, tactical implementer, customer focused.
- Proficiency in Word, Excel, PowerPoint.

- Mother tongue German
- Proficiency in English

If you are interested to join a challenging company in a transforming market environment, we want to get to know you. Please send your job application including salary expectations in English language to steffen.meiler@coats.com

Steffen Meiler, Commercial Director CCE, Coats Thread Germany GmbH