

**Job Title:** European Sales Director

**Location:** UK or Europe (with frequent travel across the region)

**Reports To:** Managing Director

**Salary:** €100,000.00 + bonuses

**Job Type:** Full-Time, Permanent

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## Job Summary:

We are seeking an experienced and strategic **European Sales Director** to lead and grow our commercial operations across Europe. As a senior leader within a UK-based manufacturer of **Ultraviolet (UV) and Infrared (IR) technology**, you will be responsible for developing regional sales strategies, building strong customer and partner relationships, and expanding our market share across key European sectors including industrial, scientific, and commercial applications.

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## Key Responsibilities:

- Develop and execute a results-driven sales strategy for the European market, aligned with overall business goals.
  - Drive revenue growth by identifying and securing new customers, partners, and distribution channels.
  - Manage and support local sales teams, agents, and distributors throughout Europe.
  - Lead high-level customer engagements and negotiations, particularly for key accounts and strategic projects.
  - Provide technical sales support, working closely with engineering teams to deliver tailored UV and IR solutions.
  - Analyse market trends, customer needs, and competitive activity to inform strategy and product positioning.
  - Represent the company at trade shows, industry events, and customer meetings across Europe.
  - Collaborate with marketing, product development, and operations to align offerings with market demands.
  - Monitor KPIs and provide regular sales forecasting, reporting, and pipeline updates to senior management.
  - Ensure compliance with regional regulations, certifications, and trade requirements.
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## Requirements:

- Proven track record in international B2B sales leadership, ideally within the industrial or technical manufacturing sector.



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- Strong knowledge of Ultraviolet and Infrared technologies and their applications (e.g., curing, drying, heating, disinfection, sensing).
  - Experience managing distributed teams, sales agents, or partner networks across multiple countries.
  - Commercially and technically astute, with the ability to engage in both strategic planning and hands-on sales activity.
  - Fluent in English; additional European languages (e.g., German, French, Spanish) are highly advantageous.
  - Willingness to travel frequently across Europe (up to 50–70%).
  - Strong leadership, negotiation, and communication skills.
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## **Desirable:**

- Degree in Engineering, Physics, or a related technical discipline.
  - Experience in high-specification or customised technical products.
  - Familiarity with European industrial sectors including manufacturing, electronics, medical, or energy.
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## **What We Offer:**

- Competitive executive-level salary plus performance-based bonuses.
- Company car or allowance.
- Pension scheme and standard UK benefits (or equivalent in country of residence).
- High-impact role with autonomy to shape the European commercial strategy.
- Opportunities to influence product development and innovation in a growing niche technology market.



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