

Job Title: European Sales Manager

Location: Remote, with regular travel across Europe

Reports To: Sales Director/ Managing Director

Salary: €75,000.00 + Bonuses

Job Type: Full-Time

Job Summary:

We are seeking a dynamic and results-driven **European Sales Manager** to lead and expand our sales operations across Europe. This role requires a strategic thinker with strong leadership capabilities, excellent communication skills, and a deep understanding of the European market. The ideal candidate will be responsible for developing and executing sales strategies, managing regional sales teams or distributors, and driving revenue growth across key markets.

Key Responsibilities:

- Develop and implement a comprehensive sales strategy to achieve business objectives and revenue targets across European markets.
 - Identify and cultivate new business opportunities in both existing and emerging markets.
 - Manage and support local sales teams, agents, or distributors to ensure performance and alignment with company goals.
 - Build and maintain strong relationships with key clients, partners, and industry stakeholders.
 - Conduct market analysis to understand customer needs, competitive landscape, and emerging trends.
 - Collaborate with marketing, product, and customer support teams to tailor offerings to local market demands.
 - Track and report on sales performance, pipeline development, and market feedback using CRM and analytics tools.
 - Attend industry events, trade shows, and conferences to promote the brand and expand the company's European footprint.
 - Ensure compliance with local regulations, policies, and trade requirements.
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Requirements:

- Minimum 5+ years of proven sales experience in a managerial role, ideally in a B2B environment across multiple European countries.
- Strong understanding of European markets, business cultures, and regional economic factors.



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- Fluent in English; proficiency in additional European languages (e.g., German, French, Spanish) is highly desirable.
 - Willingness to travel extensively within Europe (up to 50%).
 - Excellent negotiation, presentation, and interpersonal skills.
 - Strategic thinker with a hands-on, data-driven approach.
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Preferred Qualifications:

- Experience working in IR & UV industry is preferred but not necessary
 - Background in leading remote teams or managing multi-country operations.
 - Knowledge of international trade laws and sales regulations within Europe.
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What We Offer:

- Competitive base salary plus performance-based bonuses.
 - Comprehensive benefits package.
 - Opportunities for career advancement in a growing international organisation.
 - Dynamic, multicultural work environment.
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Please send applications to: tyler.penman@victorylighting.co.uk



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