

SEA RAY GENERAL MANAGER, EMEA REGION

Company details

Sea Ray is the most iconic brand in the marine industry and is part of the largest global marine company, Brunswick Corporation. For almost 60 years, Sea Ray has been committed to providing superior products with a sincere appreciation for its customers. Fulfilling our founder's vision to deliver the best product and experience requires truly exceptional people. Sea Ray is passionate about connecting family and friends on the water, and we're looking for a customer service professional to share that passion with our customers.

<http://global.searay.com/>

<https://www.brunswick.com/>

Function

The Sea Ray team is looking to accelerate growth in the EMEA region with an experienced leader that thrives in building and executing business strategy across diverse geographies.

In this role, you will be responsible for the growth plans and financial performance of the Sea Ray business in the EMEA region. You will directly lead the sales and marketing functions, manage and localize the Sea Ray product portfolio, oversee our contract manufacturing relationship, and build an efficient supply chain and inventory management process.

Sea Ray needs a self-starter and strategic thinker, capable of leading and developing the EMEA region with an entrepreneurial approach while also working closely with corporate functions within Brunswick.

This position will be located at the Sea Ray office in Amsterdam, Netherlands.

Primary Responsibilities:

- Lead the annual planning process for the EMEA region (3-year strategic plan, annual budget, model year programs).
- Align retail growth with production planning and capacity to maintain business health.
- Lead commercial activities as the face of Sea Ray to both dealers and to consumers.
- Build and implement a supply chain process with emphasis on inventory management.
- Oversee key contract manufacturer relationship to ensure production capacity and quality.
- Localize product portfolio and actively participate in product cycle planning and annual model change process.
- Collaborate with the diverse regions of Brunswick management and develop strong functional ties.
- Develop the Sea Ray EMEA team and instill a winning culture.
- Act as legal Representative of Brunswick Netherlands BV. Among others, it includes to represent the company before all public authorities, commercial chambers, state institutions and agencies, including customers and tax authorities; to conclude purchase, import and export contracts for goods and services connected with the Company's business operations; to make payments into and from existing Company's bank accounts to conclude or terminate rental agreements, motor-vehicle and other movable assets leasing contracts, etc.

Profile

A passion for building and expanding global brands in new regions.

- Bachelor's degree and 10+ years total work experience with a minimum of five years managing teams across diverse functions.
- Experience in a role with direct financial accountability and P&L ownership.
- Significant commercial experience in either sales, marketing, product management, or corporate strategy.
- Demonstrated success in building a business plan and executing a growth strategy.
- Excellent written and verbal communication skills and the ability to interface with senior level executives.
- Willingness to travel up to 30%.
- English language fluency.

Preferred Qualifications:

- MBA or advanced degree.
- Experience in a large multinational corporation in the consumer product manufacturing segment.
- Fluency in Dutch (both written and verbal)
- Demonstrated experience within a dealer network or distributor sales channel.

Offer

- A competitive salary package (including a company car) in line with your experience & expertise
- The opportunity to work autonomously in a diverse function within a fast growing international company leading in its sector