

# SALES INTELLIGENCE DIRECTOR EMEA

## Company details

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**Brunswick Marine in EMEA** is an affiliated company of Brunswick Corporation, one of America's longest-established businesses.

Brunswick Corporation endeavours to install "Genuine Ingenuity" in all of its leading consumer brands.

With their EMEA headquarters in Belgium, Brunswick Marine (**Mercury, Quicksilver, Uttern, Sea Ray, Black Fin, Boston Whaler, Bayliner...**) has regional sales offices or independent distributors in every main boating market throughout Europe, CIS, Africa and the Middle-East.

Brunswick's network of more than 3,300 sales and service dealers continually strive for improvement in customer service, providing boaters with the highest possible levels of enjoyment and satisfaction. The company is ISO 9001:2015 accredited.

More information is available at

[www.brunswick.com](http://www.brunswick.com)

and

[www.mercurymarine.com](http://www.mercurymarine.com)

## Function

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**The Sales Intelligence Director will lead all EMEA initiatives that drive consistency in sales planning, pricing, sales and customer management policies for short and mid/long term. S/He will have a crucial role in the cross functional alignment with supply chain and finance in order to ensure a consistent and efficient flow of information to and from sales function.**

### Accountabilities:

- As a senior manager within the EMEA leadership team, s/he is accountable of providing effective and efficient methodologies, guidelines and processes into the core activities of the function (sales planning, pricing, customer service and product management).
- Set up and implement the appropriate cross-functional mechanisms that permit an efficient information flow, in particular with supply chain, marketing, finance, sales.
- Partner closely with the region's sales, sales operations, IT and finance leadership to deliver mobile-enabled and intuitive data visualizations, grounded in robust data analytics. These business intelligence tools will allow leadership to keep a close "pulse on the business" and enable strategic decision-making.
- Collaborate with business leads to understand KFSs and KPIs that drive revenue, customer retention and sales, as well as strategic investments.
- Develop processes and procedures to support the sales process and participates in the development of requirements for sales support systems.
- Support and develop data analysis frameworks that will support daily/weekly/monthly operational reporting and executive dashboards.
- Work with the Country Managers to help them and their sales teams to more effectively manage the dealer network and develop a winning strategy.
- Plan and coordinate projects to improve the operational efficiency and effectiveness of the sales force across EMEA.
- Lead different programs that have as output base dealer pricing definition and pricing programs for all Mercury Marine finished goods except across EMEA.
- Actively study market intelligence to identify opportunities for growth and translate these ideas into proposed strategies for discussion and potential implementation with the VP, Sales & Marketing EMEA, Finished Goods, and Country Managers.
- Drive the regional processes that involve the market conditions research to determine potential sales of a new product. Coordinate the form of regional forecasts and recommendations in the areas of product preferences, sales coverage, market penetration and sales trends.
- Create a vision for the sales intelligence team and ensure full alignment with Mercury EMEA objectives by periodically reviewing the team's priorities and workflow.
- Lead the Customer Service department, mentoring the department leader and ensuring targets are met, processes are efficient, and the customers' needs are constantly met and ideally exceeded.
- Lead the Demand Planning process (including the process review initiatives), mentoring the Demand Planning Analyst and ensuring accurate forecasting.
- Has the overall responsibility for the entire product line life cycle management from strategic planning to tactical activities specifying market requirements for current and future products (new product introduction and the sales impact) by managing the product marketing teams responsible for finished goods.
- Actively participate in specific ad hoc projects that drive disruptive growth in line with the EMEA strategic plan.

## Profile

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- Min. 5 years' experience in an organization which maximizes revenues from sales of organization's products and/or services through a base reseller partners like dealers, value-added resellers, distributors or retailers
- Demonstrable ability to understand customers' needs and constantly strives to improve the customer experience
- Previous experience in a leadership role managing diverse teams
- Ability to operate in an international environment, cultural awareness and geopolitical knowledge
- Fluent in English, other European languages highly desirable
- Strong analytical skills combined with the ability to write and present a persuasive, strong business case
- Demonstrable negotiation skills
- Impressive presentation skills
- Previous experience in a commercial, customer facing role represents an advantage.

## Offer

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- A competitive salary package in line with your experience & expertise
- Extra-legal benefits such as company car, group and hospitalization insurances, meal vouchers, etc.
- The opportunity to work autonomously in a diverse function within a fast growing international company leading in its sector
- The possibility to fully develop your talents and to grow within your function
- An easily accessible and friendly work place, with free parking
- Work-life balance: flexible work schedule