

RETAIL SPECIALIST – USA 06/2021

Selle Royal Group, leader in the production and marketing of saddles and components for bicycles for over fifty years and present in over 70 countries around the world, is looking for a **Retail Specialist - USA** with residence (or available to move) in the United States with the aim of promoting at the shops of the assigned area, alongside the sales force, the brands of the group: Selle Royal, Fizik , Crankbrothers and Brooks England.

MAIN RESPONSIBILITIES

The successful applicant will:

- Visit and update dealers and their staff on the current brand offer while overseeing range presentation;
- Keep an updated communication with the distributor's sales force on product ranges, novelties, new trade marketing opportunities and commercial offers;
- Improve brands' visibility and market share through offering, marketing tools and POS materials;
- Assist with merchandising, displays, product training and events of the Selle Royal Group range;
- Works closely with Business Director and corporate teams to increase brand awareness and performance within the assigned territory;
- Market research and analysis with the objective of creating and executing local event opportunities;
- Domestic and local travel approximately 75% of the time to visit accounts on a season basis;
- Support distributor open houses, sales meetings, shows and events.

SKILLS:

- Fluent English, Spanish speaking is a plus;
- Familiarity with standard sales and marketing tools ;
- Data analysis and reporting;
- Computer proficiency, in particular Office Suite (Excel);
- Spanish speaking is a plus, but not required;
- Excellent interpersonal communication skills;
- Ability to work independently, while also collaborating effectively across teams.

REQUIREMENTS:

- Degree in Business, Marketing or a related field;
- Based in USA;
- 1-2 years of experience in Sales, Retail environments;
- Work some weekends during the year to support events;
- High motivation, organized and high availability to travel;
- Sport or cycling passion is a plus.

To apply, please, send your CV in the dedicated section [“Careers”](#) by accepting the EU General Data Protection Regulation (GDPR).

About Us

Selle Royal started in 1956 as a small workshop for bicycle saddles, founded in Vicenza, Italy by Riccardo Bigolin. Today, this small company has become one of the most admired Group in cycling, with brands for each market segment and end-user, from urban/city/comfort to MTB, road and touring. With sites in Italy, UK, California, Taiwan, Brazil and China, the Selle Royal Group is currently engaged in the development, production and marketing of bicycle saddles and accessories, hard goods such as seat-posts, handlebars and wheels, as well as cycling clothing and soft goods including bags and cycling shoes under the brands Selle Royal, fizik, Brooks England, Crankbrothers and Pedaled, each an iconic reference point to diverse cycling communities.

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