

# Key Account Manager Europe (m/f/d) – Job Description

## Industrial Automation | Robotics | Electronics | Distribution

<b>Job Title</b>	<b>Key Account Manager Europe (m/f/d)</b>
<b>Location</b>	Field-based across Europe; home office when not traveling
<b>Territory Focus</b>	Europe with focus on DACH & Nordics
<b>Travel</b>	Typically, 50–60%
<b>Reporting Line</b>	Head of German office; works closely with Greenconn China sales/technical teams
<b>Compensation &amp; Benefits</b>	80/20 fixed/bonus, company car, standard benefits; all business expenses covered

### Role Overview

We are looking for a strategic Key Account Manager to own, retain, and expand a portfolio of existing customers with clear exploration potential (new platforms, new applications, new regions, new product families). The focus is not hunting random new logos—it is growing share-of-wallet and converting identified white-space into design-ins and nominations across Europe, with focus on DACH & Nordics.

### Reporting Line

Reports to head of German office. Works closely with the Greenconn China sales/technical teams. Final decision authority on pricing exceptions and strategic accounts sits with the Managing Director.

### Key Responsibilities

#### Key Account Ownership (Run + Expand)

- Own and grow assigned key accounts across Europe (focus: DACH & Nordics), including direct customers and selected distribution relationships.
- Build multi-level relationships (engineering, purchasing, quality, management) and run a structured engagement cadence (site visits, technical reviews, QBRs).
- Drive customer satisfaction: manage escalations, coordinate corrective actions, and protect long-term relationship value.

#### White-space Growth within Existing Accounts

- Identify expansion potential within existing accounts (new platforms, new plants, new projects, new product families).
- Lead opportunities end-to-end: concept → design-in → sampling → RFQ → nomination → SOP.
- Create account plans with measurable goals: share growth, target applications, and competitor displacement plan.

#### Commercial Leadership & Forecast Discipline

- Lead RFQ processes, pricing strategy, and negotiations; ensure margin discipline and clear deal documentation.
- Own forecast quality for your accounts (pipeline hygiene, probability scoring, expected SOP timing).
- Coordinate commercial topics: lead time commitments, Incoterms, MOQ, NRE/tooling, and contract basics.

## Technical Orchestration (Europe ↔ China)

- Translate customer requirements into clear technical packages for China (drawings, specs, testing plan, quality requirements).
- Coordinate sampling, technical reviews, and issue resolution with China teams; drive response speed and accountability.

## Channel/Distribution Alignment (No Conflict)

- Ensure clean alignment between direct business and distribution channels: no parallel quotes, clear ownership rules, one voice to the customer.
- Where distribution is involved, create joint plans and keep transparency on project status and next actions.

## CRM & Internal Transparency

- Maintain structured CRM reporting, pipeline transparency, and documented next steps/action owners.

## What Success Looks Like (12 months)

- Improved share-of-wallet and measurable growth within existing accounts.
- A predictable pipeline of design-in projects with clear conversion and SOP timing.
- Higher RFQ win-rate and healthier margin quality (quote vs actual).
- Fewer surprises through disciplined forecasting and clean handovers to execution.

## Requirements

- 5+ years Key Account Management / technical sales experience in connectors, electronic components, industrial automation, robotics, EMS, or similar fields.
- Strong technical understanding of interconnect solutions and ability to drive design-in projects.
- Strong commercial skillset: RFQs, pricing, negotiation, stakeholder management.
- Fluent English; German preferred; Nordic languages a plus.
- Willingness to travel 50–70% across Europe.

Nice to have: Automotive exposure (PPAP / IATF mindset) is a plus—not mandatory.

## Compensation & Benefits

- Competitive package with 80/20 split (fixed/bonus), performance-based bonus.
- Company car included; standard benefits provided; all business expenses covered.

## How to Apply

Send your CV, salary expectations, and a short note describing 2–3 key accounts/projects you managed (customer, your role, results) to [Marketing.de@greenconn.com](mailto:Marketing.de@greenconn.com).

