

In the 1920s Blaupunkt still had another name. In 1923 - when radio broadcasting made its first sound in Germany – the “Ideal” company was founded in Berlin. It first produced headphones. Every single item was carefully tested by technicians and labelled with a quality symbol – the blue point.

Today you'll find Blaupunkt at all kind of consumer lifestyle product categories such as home / mobile audio, TV sets, car multimedia but also new business fields such as Smart Home Security, Air Treatment Units and LED lighting products.

All over the world Blaupunkt is represented by carefully selected fine group of brand licensees under the roof of the Blaupunkt Global Brand Community.

GIP Development SARL is based in Leudelange, Luxembourg and the owner of the brand Blaupunkt and the creator of the Blaupunkt Global Brand Community.

We are looking for a flexible, motivated and convincing

International Licensing Sales Manager (M/F) for Europe and North Africa

who wants to grow our Blaupunkt Brand by finding and developing potential brand licensees to become a member of the Blaupunkt Global Brand Community.

Job Duties:

- Development of the license business strategies for the whole brand portfolio and implementation of these strategies in assigned region (Europe and North Africa)
- Identify potential licensees under the brand and lead negotiations
- Analysis of market targets, potential licensees and technology fields through targeted and methodical "screening"
- Development of licensing based on these analysis, profiles and rankings of the "Top Five" in this business field
- Review and assessment of potential licensee candidates by direct analysis of the environment, competition and defending potential alternatives
- Following up on incoming or self-generated leads, your role will include networking, setting up appointments and presenting to potential clients as well as attending trade shows
- Participate and contribute to the strategic planning process (development of strategy and business plans by product category, retail channel, and property) for assigned sub-categories.
- Identify new business and revenue opportunities
- Manage the new business process from concept and pitch, to licensee on-boarding and contract signature
- Maintain current knowledge of industry trends, competitors, business opportunities, threats and dynamics

Your profile:

- You have a master degree in Economics, Business...
- Minimum 2 years experience in a similar role
- Experience in licensing business is a plus
- Experience in the Consumer Electronics or household appliances areas is a strong asset
- Excellent interpersonal, communication, and presentation skills
- Strong relationship building skills, flexible and adaptable; patient; able to collaborate, influence, and persuade at all levels of an organization, both internal and external
- Capable of working independently and managing a variety of initiatives / opportunities simultaneously
- Self-motivated, entrepreneurial
- Team player with strong interpersonal skills
- Analytical/strategic thinker
- Willingness to travel within Europe and North African regions

Contact:

For application and for further information, please contact Mr. Romain Peter: romain.peter@gip-development.lu.