



Digital Experience Manager

BLX/ DB EMEA

POSITION TITLE:	Digital Experience Manager Benelux / EMEA distributor business
DEPARTMENT:	Sales
LOCATION:	Netherlands
REPORTS TO:	EMEA Digital Experience Director (dotted to local Country Manager)

JOB OVERVIEW

The Digital Experience Manager is the centre of all things digital. Working as part of the local management team you will be responsible for the local execution of the International Digital Experience strategy in line with our global digital agenda, the Focused Growth strategy and the local business unit strategy. The focus of the Digital Experience Manager is on pre-sales, sales and after sales of digital solutions. The ultimate goal is to consult and advise customers about the right digital solution(s) that enhance great experiences for their members. Internally, the Digital Experience Manager will support the sales team in successfully selling and implementing digital solutions and drive digital transformation.

KEY ACCOUNTABILITIES

- Be the central point within the local business unit to lead the digital transformation and support local sales teams in successfully implementing digital (elements) into deals
- Exemplify a digital mindset with an unwavering representation of the voice of the customer.

PRE-SALES:

- Develop intimate relationships with a targeted (farm & attack) account list. Obtain a deep understanding of their pain points.
- Collaborate effectively with our sales organisation to ensure an aligned approach to solving customer problems
- Work closely with the local marketing team developing a position of digital leadership in the market through evangelism. Speaking at local and industry events and trade shows, local trade affiliations, press contributions and a strong social media presence.
- Input on delivering internal, cross departmental digital training programs; as well as customer training for identified strategic accounts



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SALES:

- Design and deliver technology / digital solutions that help customers be successful.
- Sell digital solutions to existing customers that support in their strategic goals
- Working with the local marketing teams to develop internal and external go to market plans.
- Management reporting of soft KPIs and financial targets

AFTER-SALES:

- Ensure proper hand-over after the moment of sale to set the customer sites up for success with the digital solutions; supported by the implementation of (online) tools and a clear pre- and post-opening digital implementation program
- Design and execute lifecycle management of existing customers to ensure renewal of contracts
- Collaborate with customers and internal service teams to consistently achieve a high level of product connectivity ensuring maximised product value.
- Collaborate with the EMEA digital team to feed (aligned) market feedback and insights to product and marketing teams.

SKILLS & ABILITIES

- Be a self-starter and a creative thinker. Understand and able to articulate the fitness industry and the impact of technology on that today and in the future.
- Strong technical sales background with proven results, ideally within a technology company
- Curious mindset, always thriving to understand customer needs and comfortable to challenge and be consultative partner
- Thought leader: you understand the power of technology and have the ability and the patience to translate that into (new) sales processes and approaches
- Possess a unique blend of commercial and technical knowledge with a strategic mind
- Obsessed with customer delight, driven by success with a hunger to win. You'll have unique talent for identifying opportunities which others may miss and you'll be able to articulate complex solutions in a simple way in any environment with both small and large audiences
- A confident public speaker, presenter with good written skills so you can contribute to our position of digital leadership through market evangelism
- Experience in the sports / fitness industry is a pre