

# Area Sales Manager – Nordics & DACH

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Are you an experienced salesperson with strong customer relationships and a keen interest in the fashion world? Do you excel at providing personalized customer service to existing clients and driving strategic sales results? Are you ambitious and dream of contributing to the ongoing success of an international growth company? If so, you might be the person we're looking for to join our team in Copenhagen!

### About the job

LIÉ STUDIO is seeking a dynamic and experienced Area Sales Manager for the Nordics and DACH regions. In this role, you will be responsible for building and nurturing relationships with existing clients while expanding our customer base in these key markets. Your focus will be to drive sales performance through strategic insights and personalized customer service, ensuring our brand's visibility and growth.

You will join a creative and innovative work environment that moves at a fast pace and encourages open-mindedness. LIÉ STUDIO is a young company with a culture shaped by a strong entrepreneurial spirit, where we support each other, and ideas quickly turn into action. You will have ample opportunities to make a meaningful impact.

Your primary responsibilities:

- Strengthen relationships with existing customers in Scandinavia and the DACH regions and actively seek new business opportunities.
- Analyze sales reports and turn insights into actions to optimize sales performance.
- Conduct regular customer visits and provide staff training to ensure thorough product knowledge and brand alignment.
- Prepare sales budgets for each region in collaboration with the Head of Sales.
- Organize and participate in sales events in Copenhagen, Paris, and other markets to enhance brand presence.
- Deliver excellent service and support for all customers, ensuring their needs are met and brand loyalty is built.
- Support back-office tasks within logistics and finance.
- Coordinate with the creative marketing team to plan and execute brand activations, pop-up events, and other initiatives.
- Ensure visual merchandising aligns with our brand identity at retailers.

### About You

We expect you to have a relevant educational background and at least 2 years of experience in a similar sales position. Prior experience in the fashion industry, especially within the jewelry or ready-to-wear sector, is a plus.

Additionally, we expect:

- Proven experience with wholesale in Scandinavia or the DACH region.
- A proactive self-starter with strong negotiation skills, a commercial mindset, and a goal-oriented attitude.
- The ability to interpret sales data and apply insights to drive results.
- Excellent social skills with a strong network of retailers in Scandinavia and the DACH region.
- Flexibility regarding working hours and willingness to travel as needed.
- Strong organizational skills, with the ability to work quickly and efficiently with digital tools.
- A responsible, detail-oriented, and independent approach to work.

Qualifications:

- Experience with ERP and CRM systems.
- Fluency in a Scandinavian language and English; German is an advantage.

### About LIÉ STUDIO

Founded in late 2021, LIÉ STUDIO is a Copenhagen-based brand created by sisters Amalie and Cecilie Moosgaard. With extensive experience in the fashion industry, they identified a need for accessories that complement the everyday wardrobe, adding a timeless yet sophisticated touch to any outfit. LIÉ STUDIO has gained significant international recognition, with distribution through over 100 retailers worldwide and substantial global reach through its own webshop, where the USA

is the largest market.

**Are you the one we're looking for?**

This is a full-time position, 37 hours per week, based at our office in Copenhagen K. If the position sounds like a fit for you, please send us your CV as soon as possible. We review applications on an ongoing basis and will hire once we find the right candidate.

If you have any questions, feel free to contact our HR team at [job@brandinstitute.dk](mailto:job@brandinstitute.dk).

We look forward to hearing from you!