



**Job Title:** Sales Director – Europe

**Report to:** Global Sales Director

**Location:** Europe - Remote

**Company Overview:** Goldstar, based in Dundalk, Ireland, is one of Europe's fastest-growing promotional product suppliers. We specialize in offering a unique and wide range of writing instruments, drinkware, bags, and more positioning us as a growth company in the 3 largest hard good categories in the Promotional Industry. With the backing of our parent company, National Pen who is owned by Cimpres, Goldstar is a Supplier Company only servicing Promotional Distributor Resellers. We leverage strengths of a much larger organization such as large product ranges with deep inventory levels, commitment to technology advancements and a strong global presence through our Manufacturing and Decoration sites in Czech Republic and Mexico servicing our top markets in Europe and North America with top speed to market. Goldstar is renowned for setting new standards in full-color decoration and providing all-inclusive pricing, services, and tools through our Simplicity business model.

**Performing the role in line with the Goldstar Values:**

*Family - Treating our customers and our Goldstar team members like family*

*Simplicity - Ensuring all of our solutions we supply for our customers are easy with no hassle*

*Delighting our customers – We make sure every customer enjoys working with us by exceeding their expectations and providing the highest level of customer service and a quality product*

*Work hard, play hard - Work hard and give our all and at the same time love and enjoy what we do*

**Responsibilities:**

**1. Leadership Role:**

- Assume a key leadership role, steering the comprehensive sales strategy and vision for Goldstar Europe.
- Collaborate closely with the wider senior team to align sales goals with broader business objectives.

**2. Business Growth and Stability:**

- Join a stable and well-established business with significant client interest and growth opportunities in promotional merchandise offerings.
- Strategically contribute to the expansion of Goldstar's market share and overall business stability.

**3. Team Leadership and Growth:**

- Lead and develop a high-performing sales team, fostering a culture of excellence and achievement.
- Have the opportunity to grow and shape your own team as required to meet business demands.

**4. Global Collaboration:**



- Collaborate with teams across global locations, leveraging the strength of Goldstar's presence in Czech Republic and Mexico.
- Ensure effective communication and collaboration to drive global awareness and local competitiveness.

**5. Enhancing All-Inclusive Pricing Strategy:**

- Advocate for an enhance the all-inclusive pricing policy, making it a key differentiator in the market.
- Ensure that the pricing strategy aligns with market demands and customer expectations.

**6. Utilizing Marketing Tools for Sales Growth:**

- Encourage the effective utilization of marketing tools for sales growth.
- Collaborate with the marketing department to expand and enhance tools like catalogs, product flyers, and virtual designs.

**What we need from you:**

**Qualifications:**

- Proven senior leadership experience in the promotional products industry.
- In-depth knowledge of the European promotional products market and global industry trends.
- Demonstrated ability to lead and grow high-performing sales teams.
- Excellent communication, negotiation, and strategic thinking skills.

**Education and Experience:**

- Bachelor's degree in Business, Marketing, or a related field (MBA is a plus).
- Minimum of 5 years of progressive experience in senior sales roles within the promotional products industry.
- Track record of successfully shaping and leading sales teams to achieve ambitious goals.

**What we will provide:**

- The opportunity for you to make a meaningful and serious contribution towards a very successful and rapidly growing business.
- A supportive environment with fantastic opportunities to grow and develop your career.
- A modern, fast paced, and exciting company culture.

**Goldstar:** Goldstar, part of the global National Pen Group, is one of the industry's fastest growing Trade Suppliers. With a strong presence in both Europe and North America, Goldstar is becoming famous for offering a strong range of writing instruments, bags, and drinkware, combined with headache-free, all-inclusive pricing and a passionate team who will do whatever it takes to delight their customers. Goldstar's mission is to become the best supplier in the industry, providing our distributors with amazing products and unparalleled service.