

Vacancy at Stanley1913

Key Account Manager – Benelux & Iberia



TOP OF MINDS
Executive Search



Requirements

- Over 7 years of sales experience
- In the consumer goods industry, with direct key account responsibility
- Deep understanding of the Benelux retail market
- Entrepreneurial
- Data-driven
- Hands-on

 **Amsterdam**

With its vibrant, durable products, Stanley1913 has radically reshaped drinkware culture. The Amsterdam-based team is currently transitioning from a distributor setup to a direct sales model. To accelerate this transformation and unlock the next growth phase with retailers such as De Bijenkorf and El Corte Inglés, the organization appoints a Key Account Manager for the Benelux and Iberia.

About Stanley1913

Stanley1913 has been crafting durable, reliable food and drink gear since 1913 – from the original stainless-steel vacuum bottle to the reusable drinkware in bold colors and recycled materials it produces today. Designed for daily use, its products support active lifestyles and help reduce waste without compromising on function or style. Over the past few years, the company has seen rapid, unprecedented growth, driven by the increasing popularity of its stylish and sustainable designs. Highlights include the TikTok-powered launch of the Quencher and a strategic shift toward lifestyle retail that successfully attracted a younger, predominantly female audience. Stanley1913 is growing rapidly across Europe and is gearing up for the next expansion chapter.

The company – part of privately owned Morgan Street Holdings (formerly HAVI) – is headquartered in Seattle and has a European team based in the heart of Amsterdam. From this location, it leads sales, marketing, product development, logistics, and finance across the EMEA region. The team is international and entrepreneurial, working in a fast-paced environment with a shared focus on purpose, creativity, and progress.





Key Account Manager – Benelux & Iberia

Earlier this year, Stanley1913 made a strategic shift from a distributor-driven strategy to a direct-to-business approach. This transition has brought the brand closer to their customers and created the opportunity to build stronger, more meaningful partnerships. The company is attracting a Key Account Manager to strengthen relationships with leading accounts and proactively support the Senior Country Manager Benelux & Iberia in driving regional sales, ensuring close alignment with the regional growth strategy.

Initially, the new Key Account Manager will focus on strategic retail partnerships in the Benelux, with a strong emphasis on long-term value creation and brand elevation. The mission: increase penetration and brand equity within premium lifestyle, outdoor, and sporting goods retail – while safeguarding healthy margins and sustainable sell-through. In Spain, the shift to a direct-to-business model is still underway, but in time, major accounts in that market will also become part of the Key Account Manager's portfolio.

Rather than merely pursuing volume-driven distribution, the Key Account Manager focuses on strengthening direct relationships with key accounts and expanding selectively through local heroes. Building trusted partnerships is central to this role, along with developing tailored sell-in programs and assortments that support performance targets across both physical and digital channels. Creating assortments that convert online and offline requires close collaboration with Trade Marketing, Demand Planning, and the recently hired Sales Development Analyst. Turning insights into action comes naturally here: by leveraging customer feedback and market trends, the Key Account Manager helps shape go-to-market strategies, fine-tune forecasts, and guide key commercial decisions.

Beyond strategic vision, this role requires an entrepreneurial spirit and a hands-on mindset. In a fast-growing organization like Stanley1913, adaptability is vital – especially in this position. When needed, the Key Account Manager is ready to roll up their sleeves and dive into the details. With processes not yet set in stone, real impact comes from pragmatic problem-solving, in-store visits, and data-driven decisions. It's not just about embracing that mindset; it should be a natural source of energy and motivation.

“This is a hands-on, high-impact position. With tenacity, strong organizational skills, and an entrepreneurial mindset, the Key Account Manager plays a key role in developing and executing strategic sales plans that drive category leadership.”

Thomas Koster,
Senior Country Manager Benelux & Iberia

An entrepreneurial builder who thrives in evolving environments and enjoys bringing structure along the way will excel in this organization. The ideal candidate combines initiative, structure, and curiosity, and is confident in navigating an international, fast-paced setting while creating clarity and scalable frameworks for the future. This role offers the chance to take ownership from day one, hit the ground running, think big, and help transform a powerful global brand into a true European success story.





Interested?

Stanley1913 is working with Top of Minds to fill this vacancy.

To express your interest, please contact Marc Mohr at

marc.mohr@topofminds.com



TOP OF MINDS

Executive Search