



VACANCY

Business Development Manager EMEA

Requirements

- Over 5 years of experience
- In business development
- Or key account management
- With distributors
- Cooperative team player

 **Amsterdam**  **Minimum of 5 years experience**



PMI Worldwide makes high-quality and sustainable food and drink containers under flagship brands, such as Stanley. The products are sold via distributors and online channels, and are popular with online influencers and international top athletes alike. PMI Worldwide experienced tremendous success in recent years. The Business Development Manager EMEA will enable further growth in the region.





ABOUT THE COMPANY

PMI Worldwide

PMI – or Pacific Market International – Worldwide may not seem like a household name. But if you have ever seen a classic Stanley thermos, used a Quencher to keep your drink cool on the go, filled up an Aladdin water bottle or bought a souvenir mug at Starbucks, you know PMI Worldwide. The company values sustainability and innovation, and this is noticeable in each and every individual product they make. The two flagship brands Stanley and Aladdin carry a wide selection of practical and esthetically pleasing food and drink containers – for traveling, office days, working out, or going into nature. Or simply to enjoy a hot coffee or freeze up leftovers at home.

PMI Worldwide sells these products through their own salesforces, webshops as well as local retail distributors across EMEA, South America and China as well as Asia Pacific. They also work with country-specific e-tailers, and they partner with Amazon. Aside from Stanley and Aladdin, PMI Worldwide manufactures mugs and keep-cups for Starbucks and other select third party brands.



PMI Worldwide was founded in 1983, but its brands are much older – Stanley originated in 1913. In the nearly 30 years in which PMI Worldwide has been active, the company has firmly established itself as leading global brand, with sustainability and innovation as its core values. In recent years PMI Worldwide has seen tremendous growth: since the start of the pandemic annual revenue nearly tripled. The pandemic itself – sparking an interest in physical wellbeing, exercise, and spending time in nature – as well as an increasing consumer focus on sustainability, have contributed to this growth. Some of PMI Worldwide’s flagship products have also driven sales tremendously at a regional level – such as the Quencher, made popular by social media influencers and athletes in North America.

Headquartered in Seattle and with offices across continents, PMI Worldwide nurtures a small commercial team of around 15 in Amsterdam.



Business Development Manager EMEA

The Business Development Manager EMEA will build long-term growth in the Europe, Middle East and Africa regions, specifically for the Stanley brand. He/She reports to the Vice President EMEA and work together with the EMEA sales and trade marketing team. The Business Development Manager EMEA gets responsibility over several key accounts in the form of local distributors.

The Business Development Manager is passionate about building brands and creating sustainable relationships with international partners. They understand the retail market in the given regions and have a solid grasp of trends in these markets, how the landscape is changing, and what opportunities this brings. They have the organizational skill to contribute to PMI Worldwide's and Stanley's commercial strategy in a structured manner. They also have the tenacity to execute on this strategy by reaching out to the right players, building relationships, and always delivering on expectations. In order to build these relationships, a degree of travel is involved in this role.

This is an exciting opportunity for a sales or business development professional with at least five years of experience in consumer goods. The right candidate for this role builds trust in the brand and in their own person, to drive long-term growth via key accounts. They can manage a multi-channel sales approach, including online. The Business Development Manager EMEA influences and negotiates with stakeholders in a compelling manner and inspires others by building strong internal and external partnerships – helped by solid presentation and communication skills.

The Business Development Manager EMEA identifies opportunities and takes initiative, without flying solo; they enjoy team collaboration and feel at home with PMI Worldwide's values of teamwork, community, and respect. They hold themselves and their colleagues accountable and are comfortable adapting to (shifting) business needs and deadlines.

With PMI Worldwide's tremendous growth in recent years and an ever-increasing consumer focus on sustainability and quality, the future for Stanley looks bright. In this role, the Business Development Manager EMEA can truly prove themselves as a high-performing commercial leader. ■

Interested? PMI Worldwide has appointed Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com.



“The Business Development Manager EMEA joins at a highly opportune moment, as we’ve been experiencing record growth. The small and dedicated team in Amsterdam is working hard every day to capture new commercial opportunities. With their compelling presence, humble personality, and drive to win, the VP Sales EMEA will be a welcome addition to the team.”

Tobias Binder, Director of Business Development EMEA for Stanley at PMI Worldwide