

Vacancy at Stanley1913

Sales Manager of Distributor Channel – EMEA



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Requirements

- Over 10 years of sales experience
- Strong understanding of the EMEA retail landscape across channels such as outdoor, sporting goods, lifestyle, and luxury fashion
- Experience working with bigger distributors in the EMEA region
- Strong commercial acumen and strategic skills
- Entrepreneurial attitude, thriving in a fast-paced environment
- Outstanding relationship builder and stakeholder manager
- Amsterdam-based, and willing to travel regularly

 **Amsterdam**

Driven by an international team in Amsterdam, Stanley1913 is rapidly expanding across the EMEA region. The Sales Manager of Distributor Channel plays a pivotal role in accelerating this growth by driving sales through strategic distributor partnerships, identifying new opportunities, and ensuring strong market execution while consistently bringing the brand's purpose to life across key markets.

About Stanley1913

Since 1913, Stanley1913 has been creating durable and dependable food and drink gear – from the original stainless-steel vacuum bottle to today's reusable drinkware made with bold colors and recycled materials. Built for everyday use, the products are designed to support active lifestyles while minimizing waste, all without sacrificing functionality or style. In recent years, the brand has experienced exceptional growth, fueled by the rising appeal of its sustainable, design-forward products. Key milestones include the viral TikTok success of the Quencher and a deliberate move into lifestyle retail, which resonated strongly with a younger, mostly female demographic.

Part of the privately held Morgan Street Holdings (formerly HAVI), the company is headquartered in Seattle and operates its EMEA business from a centrally located office in Amsterdam. From this hub, the European team oversees sales, marketing, product development, logistics, and finance across the region. The team is international and entrepreneurial, working in a dynamic environment united by a shared sense of purpose, creativity, and forward momentum.





Sales Manager of Distributor Channel – EMEA

With impressive momentum across the EMEA region, Stanley1913 is scaling fast. The Amsterdam-based team, driving this growth from the heart of the region, operates with energy, creativity, and purpose. To fully capitalize on the market's potential, the company is strengthening its sales team with an entrepreneurial Sales Manager of Distributor Channel. This is a hands-on sales leadership role with a strong focus on revenue growth, market share expansion, and delivering measurable commercial outcomes. By translating Stanley1913's brand strategy into clear sales targets and tactical action plans, the Sales Manager ensures consistent execution across countries, channels, and partners.

The role centers on building long-term, high-impact partnerships with distributors across Europe, the Middle East, and Africa. In these key markets, Stanley1913 works with a diverse network of distributor partners. The Sales Manager plays a pivotal role in deepening these relationships, unlocking new commercial opportunities and ensuring alignment between regional ambitions and local execution.

The scope of the role is broad yet focused. From forecasting and business planning to performance reviews and contract management, the Sales Manager steers a portfolio of distributor partners with the clear objective of long-term, profitable growth. Responsibilities include setting and tracking sales KPIs, optimizing product assortments and promotional calendars, and ensuring strong brand presence in both physical and digital environments. Omnichannel thinking is essential – from physical stores to online marketplaces, every touchpoint should contribute to performance, brand consistency, and consumer engagement.

To strengthen local impact, the Sales Manager also coaches distributor teams, sharpens retail strategies, and supports execution across multiple channels – always guided by data, insight, and close collaboration. While deepening existing partnerships is a key focus, the Sales Manager also remains alert to untapped opportunities throughout the region.

Success in this role is about more than just numbers; it also hinges on the ability to build relationships with people and connect with what's happening in the market. Trust is key: Stanley1913 values partnerships that are grounded in mutual ambition, transparency, and a shared belief in doing things the right way. Internally, the Sales Manager works closely with stakeholders across supply chain, merchandising, sales, operations, demand planning, marketing, and finance to ensure smooth execution and continuous improvement. Reporting directly to the Senior Sales Director of Distributor Channel EMEA, Iciar Riva, the Sales Manager also collaborates closely with peers across the region to align priorities and share insights.

“This role is about taking ownership and thriving in a constantly evolving environment. It requires a truly entrepreneurial mindset, flexibility, and the drive to build something meaningful in close collaboration with others.”

Iciar Riva,
Senior Sales Director of Distributor Channel – EMEA





Experience working with distributors in fast-moving, international consumer goods environments is essential, as is the ability to translate insight into action. A sharp commercial instinct and an analytical mindset are crucial for identifying growth levers, seizing whitespace opportunities, and adjusting course when needed. What truly sets the right candidate apart, however, is an entrepreneurial mindset: this professional brings energy, ownership and curiosity, thrives in a business that's constantly evolving and takes full ownership of results. It's a perfect role for someone who genuinely enjoys being part of that journey – and shaping it along the way.



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



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