

Senior Area Sales Manager - Switzerland

Ref. SASM_CH_2609

Location: Steinhausen - Switzerland

CARLO GAVAZZI



Company Overview

Carlo Gavazzi is a recognized global leader specializing in the design, manufacturing and marketing of products and networked solutions for the Industrial Automation and Building Automation industries, with technologies across Sensors, Switches and Controls.

The Opportunity

Reporting to the Cluster Sales Director DACH, the **Senior Area Sales Manager Switzerland** serves as the primary communication and coordination interface between the Swiss organization and the DACH sales leadership.

As a senior individual contributor, the role is responsible for driving profitable growth across the Swiss market through active prospecting, strategic account development, and strong field presence, with a clear focus on winning new OEM and key account business

Key activities and responsibilities

- Drive profitable sales growth in Switzerland and achieve agreed revenue and profitability targets across the three Product Lines.
- Personally lead new customer acquisition and business development, with a strong emphasis on prospecting strategic OEMs and key accounts.
- Maintain a high level of field activity and regular face-to-face engagement with customers, prospects, distributors and other channel partners throughout Switzerland.
- Develop and execute go-to-market and account strategies aligned with Swiss market needs and Carlo Gavazzi strategic industries, including Energy & Building Efficiency, EV Charging, Food & Beverage, Plastic Machinery, Mobile Equipment, Agriculture, Distributed Energy Resources, Energy Storage & Access Controls.
- Identify market potential, prioritize opportunities & build a qualified pipeline across direct & distribution channels.
- Build & maintain strong relationships with OEMs, end users, panel builders, system integrators, EPCs & distributors.
- Negotiate commercial terms and close opportunities in line with company pricing, margin and contractual guidelines.
- Work closely with Product Line Managers and factories to support new product introductions, customer-specific applications and market-driven product development.
- Gather and communicate market intelligence, customer feedback, competitor activity and emerging opportunities to support business and product decisions.
- Ensure disciplined use of IFS CRM and forecasting tools, including accurate pipeline, opportunity, activity and forecast reporting.
- Support product training for distributors and key customers and represent Carlo Gavazzi at relevant trade shows, customer events and industry activities.
- Collaborate effectively across the DACH cluster and wider Carlo Gavazzi organization to execute strategic sales initiatives.



Key accountabilities

- Achieve/exceed annual sales and profitability targets for Switzerland.
- Generate qualified opportunities and win new strategic OEM and key-account customers.
- Deliver profitable growth across existing and new accounts, with clear focus on priority industries.
- Maintain strong field presence and consistent prospect/customer engagement across Switzerland.
- Maintain accurate and timely IFS CRM pipeline, activities and sales forecasts.
- Provide actionable market and competitor intelligence and support successful new product introductions.

Qualifications and experience

- Bachelor's degree or Diploma in Engineering, Business or a related field; a strong technical background is preferred.
- Minimum 8-10 years of successful sales experience in industrial automation, electrical components or a closely related B2B technical market.
- Strong knowledge of the Swiss industrial market, sales channels and customer landscape, ideally with an established network among OEMs, machine builders, system integrators, panel builders and/or distributors.
- Proven track record of prospecting, winning and developing new customers and strategic key accounts.
- Proven ability to lead complex sales opportunities and influence stakeholders without direct reporting authority.
- Strong skills in strategic prospecting, negotiation, value-based selling and account development.
- Experience working with distributor channel partners and in a multi-channel environment is an advantage.
- High willingness to travel throughout Switzerland and spend significant time in the field with customers and prospects.
- Fluent in German, French and English. Italian is an advantage.
- Familiarity with CRM and forecasting platforms; strong working knowledge of Microsoft Office.
- Self-motivated, proactive, flexible and able to work independently in a dynamic international environment.
- Strong analytical, communication and interpersonal skills.

Benefits

- A dynamic role within a globally respected automation company
- Collaboration with passionate, high-performing teams
- The opportunity to influence innovative, end-to-end product solutions
- Competitive salary and comprehensive benefits package
- Career growth opportunities within a fast-growing international organization

Application process

Interested candidates are invited to submit their CV to GlobalTalent@carlogavazzi.ch
Please reference **"Senior Area Sales Manager - Switzerland"**

Learn more about us www.gavazziautomation.com or visit our [LinkedIn page](#)

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