

## **Vice President of Sales, Daum Inc- New-York**

Daum Inc.\*\*, an esteemed leader in the luxury goods sector known for its prestigious brands including Daum, Haviland, Royale de Champagne, and Effe, is seeking a dynamic and visionary \*\*Vice President of Sales\*\* USA. This pivotal role is designed for a highly motivated and strategic leader, eager to drive the growth and prominence of our brands throughout the US & the Americas. As the cornerstone of our sales and marketing efforts, you will play a critical role in shaping the future of our business in one of our most important markets.

**Daum** is a French crystal manufacturer, a renowned international luxury brand. Founded in 1878 by Jean Daum, Daum is well-known for its heritage in the French Decorative Arts, particularly in the Art Nouveau period and its strong identity, due to its exceptional know-how.

For 180 years, **HAVILAND**, a French porcelain manufacturer based in Limoges, has been an essential brand in the world of high-end porcelain art. With its creations, craftsmanship, and international distribution network of French lifestyle products, Haviland embodies luxury and refinement. Renowned for its varied and elegant designs, Haviland elevates the art of tableware with prestigious creations of unparalleled finesse.

**Effé 1875**, formerly renowned under the brand "Europ Felix," has been an essential player in the high-end hospitality market for nearly 150 years. Present in the most prestigious palaces, Europ Felix becomes Effé 1875 in 2023 and now offers its creations to private clients, showcasing undeniable craftsmanship and quality. Effé 1875 stands out for its original and bespoke silverware pieces, crafted in its French workshop near Toulouse.

### **Role and Responsibilities:**

#### **I. Sales Responsibilities\*\***

##### **- Retail:**

- Identify, open, and manage retail accounts across the US.
- Forge strong relationships with U.S. Department stores, introducing them to our vision and products.
- Supervise, manage, and coach the sales team, including the Store Manager at the Miami Flagship.
- Conduct product knowledge training for our internal sales team and retail partners' sales staff.
- Oversee brand presentation, training, and consignment strategies in Department stores and our D&D showroom in New York.
- Supervision of the Flagship store in Bal Harbor, FL

##### **-Wholesale:**

- Scout and secure new customer relationships within the wholesale channel, including resellers and distributors.
- Drive brand awareness and sales strategies in the wholesale market, handling market preparation and negotiations.

- Develop the Special Affairs business segment, focusing on tailored, bespoke services for the hospitality industry.

- General:

- Strategize and participate in key trade shows, aligning with the marketing budget.
- Coordinate US activities with the supply chain, ensuring smooth operations.
- Implement pricing, delivery, and payment procedures effectively.

- Marketing:

- Adapt and innovate marketing tools for the US market, in alignment with our headquarters in Paris.
- Develop and provide training tools for the US sales force and agents' showrooms.

- Bespoke Orders/Projects: \*\*

- Oversee all special orders and major bespoke projects, ensuring adherence to the company's pricing policy.
- Support and train agents to expand the bespoke business within hotels, restaurants, and yachts.

## **II. Strategic Responsibilities**

- Collaborate with the General Management in Paris to implement business strategies.
- Analyse market and sector trends to set objectives and prioritize efforts.
- Build, train, and lead a high-performing sales team, sharing objectives, reports, and KPIs.
- Stay abreast of market developments and competitors to continuously adapt our brand offerings.

### **Candidate Profile:**

- Proven leadership in sales and marketing within the luxury goods or similar high-end markets.
- Exceptional ability to strategize, implement, and drive sales growth.
- Strong communication, negotiation, and interpersonal skills.
- Ability to lead, inspire, and coach a diverse team.
- Deep understanding of the US and Americas markets.
- Willingness to travel and represent the company at major events.
- Bachelor's degree in business, Marketing, or related field; MBA preferred.
- 7 years minimum experience required
- French knowledge would be a plus
- Proficiency with tools like QB software and Salesforce would be a plus as well.

This role offers a unique opportunity to contribute to the legacy and growth of some of the most prestigious brands in the luxury goods industry. If you are a passionate, strategic leader with a track record of driving growth and brand prominence, we invite you to apply to join our team in New-York.