



GENERAL MANAGER SALES AND MARKETING AT BLUM INDIA (F/M/X)

Over the past several years, Blum has steadily grown its presence and solidified its position in India. The team at Blum India has grown significantly, now comprising of 145+ employees across sales & support functions.

Blum India operates from two key locations: a corporate office in Andheri, Mumbai, serving as the business and customer engagement hub, and a warehouse in Bhiwandi, which supports nationwide logistics and distribution.

YOU WILL

- ... function as the principal liaison between Blum India and the global/regional leadership team, ensuring strategic alignment, clear communication, leveraging your proven leadership and management abilities along with change-management experience
- ... be responsible for the commercial leadership of Blum India: define and drive the India sales, marketing and channel strategy, set short and long-term business plans, and deliver annual budgets, forecasts, revenue, margin and market share targets
- ... lead national sales and distribution efforts: build and scale a high-performance sales, key account and distributor organization, strengthen dealer networks, negotiate distribution agreements and implement multichannel strategies
- ... lead brand, marketing and trade initiatives: own product launches, trade marketing, B2B/B2C communications, digital campaigns, category/retail merchandising, training programs and market intelligence to drive preference among architects, furniture manufacturers and trade partners
- ... foster a performance oriented, customer centric culture: recruit, mentor and retain leadership talent. Moreover, there will be close cooperation between the General Manager Sales and Marketing and the General Manager Operations, as they will jointly share responsibility for the organisation, including its profitability

WE

- ... are looking for an active, visionary leader who can inspire and motivate diverse teams and deliver commercial growth in India while aligning to global standards
- ... value a strong educational background with proven success in building multi-channel B2B distribution; experience in furniture fittings, home improvement or related sectors is a plus
- ... expect strong commercial acumen, operational rigor, P&L ownership, analytical skills and excellent stakeholder management and negotiation capabilities
- ... emphasize cross-cultural sensitivity (comfortable with both Indian and Western European cultures), high integrity, a compliance mindset, and willingness to travel extensively across India with occasional international travel. Therefore, fluent English is a must

Julius Blum GmbH

Nadine Hirschmann

Telefon 004355787052869