

GLOBAL SEGMENT MANAGER – CABINET MAKERS (F/M/X)

You know the craft. Now shape how Blum supports it worldwide.

Cabinet makers are a key customer group for Blum around the world. They see every day what works in practice, and their recommendations and choices influence which solutions win through in the professional market. Our regions know this group inside out. We need someone to connect that knowledge across regions and make successful approaches available worldwide.

That's where you come in. As Global Segment Manager, you think laterally – across regions, markets and functions. You are the global voice of cabinet makers at Blum: you identify shared needs, trends and successful approaches across markets, turn them into solutions that travel, and work with the regions to bring them back into the markets.

You connect the perspective of cabinet makers and joiners with product development, pricing, marketing and sales. This way, Blum will draw on the best insights from this segment worldwide – and support the craft with solutions that make a real difference in the workshop.

You will not manage your own accounts or carry direct sales targets. Your impact will come from enabling others to succeed.

YOU WILL

- strengthen sales and scale what works. Working with our regions, you will develop best practices, tools and concepts for working with cabinet makers and joiners and make successful approaches available internationally
- shape innovation and bring in the voice of the craft. You will pull together needs, trends and opportunities from our markets and bring the cabinet maker's perspective into product and service decisions early on
- sharpen pricing and make customer value visible. Together with Strategic Pricing, you will bring the cabinet maker's perspective into pricing and commercial terms, and help us see the value of our solutions through the eyes of the people who use them
- make campaigns count and create communication that lands. With Global Marketing and the regions, you will develop campaigns and activation concepts that speak the language of the workshop and work across markets
- share knowledge and build segment expertise. You will make customer and market knowledge accessible across Blum and work with our teams on training, learning paths and other formats that strengthen our expertise in this segment

WE

- are seeking an individual who truly understands the craft: you know how cabinet makers and joiners work, what challenges they face and how they make decisions – from your own time in the trade or from years of working closely

with them

- value the ability to connect hands-on practice with strategy: you see patterns across markets and turn concrete experience into solutions others can use
- are targeting professionals who bring B2B experience in sales, applications engineering, product management, marketing, business development or a similar field – ideally working with joinery and cabinet-making businesses
- are offering the opportunity to shape things across teams and countries: you have developed and delivered concepts, programmes or projects whose impact extended beyond your own area
- welcome candidates who can lead without formal authority: you build trust, bring different perspectives together and move topics forward across functions and countries
- are looking for someone who can communicate persuasively in German and English
- attach importance to a good education: you will have trained as a cabinet maker or joiner, or have a master craftsperson or technician qualification, or a degree or equivalent professional experience

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Legally binding note: The actual salary is above the metalworkers' collective agreement and is based on professional qualifications and experience as well as the Vorarlberg labor market.