

# Versele-Laga – Key-Accountmanager Specialized Retail (International)

## Role:

As **Key Account Manager Specialized Chains**, you will play a pivotal role in driving the international growth of Versele-Laga with our most strategic retail partners. You will take ownership of key account development across multiple markets, while actively supporting the Channel Manager in executing the overall channel strategy and coaching local KAMs.

### Key Responsibilities

#### 1. Key Account Management

- Act as an expert in client organizations and strategies, building strong networks through events, fairs, and direct interactions.
- Perform in-depth analysis of sales, distribution, and market data to identify growth drivers and assess potential risks.
- Translate Versele-Laga's specialized chains strategy into actionable and tailored key account plans.
- Collaborate cross-functionally with sales, marketing, logistics, finance, and customer service to ensure alignment (e.g. category management projects, communication planning, supply coordination).
- Lead negotiations at HQ level and ensure flawless execution through client-side stakeholders such as category managers, online teams, and supply chain.
- Coordinate key accounts across countries in alignment with local Versele-Laga teams (e.g. pricing, contracts, and commercial alignment).
- Report regularly to the Channel Manager and provide accurate input for forecasting and go-to-market optimization.

#### 2. Strategic Support

- Support the Channel Manager in rolling out the modern trade strategy across international markets.
- Help optimizing global processes in KAM.
- Coach and guide local Key Account Managers to ensure strategic consistency and strong execution.
- Work closely with Country Sales Managers to align on market-specific needs and opportunities.

## Profile:

- You hold a **Master's degree** in a relevant field (e.g. Business, Economics, Marketing).
- You are **fluent in Dutch, French and English**; knowledge of **German** is a strong asset.
- You have **3 to 5 years of experience** in **national Key Account Management**, preferably within an

(international) **FMCG environment**.

- You have a **proven track record in:**
- Developing and executing **Key Account Plans**
- Applying **Category Management** principles
- Performing **data analysis** (e.g., Nielsen, GfK, retailer data)
- Leading **cross-functional projects** from concept to completion
- **International experience** is considered a plus.
- Experience in the **pet food industry** is an advantage, not a requirement.
- **Strong analytical and strategic mindset**, able to translate data into action
- **Excellent communication and interpersonal skills** with a commercial instinct
- Demonstrates **resilience, ownership and perseverance** in a dynamic environment
- Comfortable working in an **international and cross-cultural setting**
- Willing to **travel regularly**, with 1–2 days/week at our headquarters in Deinze and the rest dedicated to customer visits across your region

## Our offer:

- A **competitive salary and benefits package** tailored to your experience and impact.
- The **opportunity to work with a passionate and driven team** in a dynamic and growing industry.
- A **leading role in a large, ambitious, and international family-owned company**, where your contributions truly matter.
- The chance to **make a meaningful impact on the lives of pets and their owners worldwide**.
- A **collaborative and innovative work environment** that values your ideas and creativity.
- A unique perk: **your well-behaved pet (dog, cat, rabbit, bird, or chicken)** could become one of our cherished office companions!
- A true **family atmosphere**, including active participation in team events such as the *Versele-Laga Run* in Deinze, the *Versele-Laga Classic* (cycling), and more.

<https://www.versele-laga.com/>