

Area Sales Manager – Netherlands

Are you a relationship builder with a passion for football, sport and grassroots communities? And do you thrive in a commercial role where you help clubs grow, empower retailers, and build teamwear partnerships that last for years? Then you might be our new Area Sales Manager – Netherlands at hummel!

A Quick Look at the Role

Location: Netherlands (national scope; regional allocation will be defined as the team grows)

Team: Benelux

Working hours: Full-time

Application deadline: 16th of January 2026

Join the Team!

As Area Sales Manager Netherlands, you will join hummel's international sales organization – a passionate team of colleagues across Europe who are dedicated to growing one of the world's most iconic sports brands.

This is not just a sales role – it is your opportunity to strengthen hummel's footprint in the Dutch amateur football landscape. You will build strong partnerships with clubs across the country, always in close collaboration with our retail partners, who form the commercial backbone of our teamwear business.

You will be at the heart of bringing hummel to life on and off the pitch, creating meaningful relationships that combine sport, culture, and community.

At hummel, we play on the team that has the most fun – and we always play offense! That means taking initiative, supporting each other, and celebrating both the small and big wins together.

More About the Role and Your Responsibilities

As Area Sales Manager Netherlands, you will drive the development and growth of our club business. You will focus on identifying opportunities, winning new clubs, and supporting retailers in delivering best-in-class teamwear service.

Your main responsibilities include:

- Develop and grow the hummel teamwear business across the Netherlands
- Manage club and retail opportunities with a flexible regional focus, depending on team composition and market needs
- Identify, approach, and secure long-term partnerships with amateur football clubs
- Support retail partners in pitches, negotiations, and onboarding of new clubs
- Build strong relationships with club boards, decision makers, and community stakeholders
- Ensure that retailers have the right sell-in tools, product knowledge, and operational support to win in the market
- Collaborate closely with marketing and product teams to activate the hummel brand at grassroots level
- Analyze market trends, club movements, and competitive activity to proactively identify growth opportunities
- Provide accurate forecasting, pipeline insights, and club performance reporting
- Work closely with the Operations Specialist to secure smooth order and delivery processes
- Report directly to the Sales Director Benelux

How to Make the Team

We are looking for a driven and relationship-focused commercial talent who knows how to turn opportunities into long-term partnerships.

To succeed in the role, we expect that you:

- Bring experience in B2B sales, teamwear, or sports retail – or have a strong affinity with the sports ecosystem
- Are a natural relationship builder who enjoys meeting clubs, supporting retailers, and being active in the market
- Combine commercial drive with hands-on execution
- Work independently, proactively, and structured in a fast-moving environment

Are flexible, solution-oriented, and thrive in a growth phase where not everything is fully built yet

- Communicate fluently in Dutch and English
- Have a natural passion for football, community, and sport culture

Welcome to hummel

At hummel, we're a strong community built on team spirit, passion, and the will to make a difference. You will join an international company in growth, where culture, creativity, and a love for the game drive us forward.

With us, you get:

A strong community with an informal tone

Flexible working hours – including 1 hour of sport during work hours

A workplace with a strong brand DNA and proud cultural heritage

Space for both ambition and balance

Want to Join the Team?

Send your application and CV via the link below no later than 16.01.2025.

We conduct interviews on an ongoing basis and may close the posting early if the right player joins the game.

We look forward to hearing from you!

hummel – doing good while doing business

We always play to win – but we do it with heart. At hummel, we combine strong values with business ambition and work every day to create a workplace where people grow, relationships are strengthened, and ideas take flight.