

# Sales Operations Specialist - Benelux

Are you an operational problem-solver with a passion for building structure, enabling commercial excellence, and supporting a fast-growing business? And do you thrive in a role where you get to shape the processes, systems, and workflows of a brand-new market organization? Then you might be our new Sales Operations Specialist – Benelux at hummel!

## A Quick Look at the Role

Location: Breda

Team: Benelux

Working hours: Full-time

Application deadline: 10th of March 2026

## Join the Team!

As Sales Operations Specialist for our newly established Benelux subsidiary, you will act as the operational backbone for commercial execution in the region, based in our Breda office where close day-to-day collaboration with the local team will be key.

You will own the market end-to-end operational framework spanning order management, market coordination, sales operations processes, reporting, system utilization, and cross-functional alignment with HQ.

This is a broad, high-impact role suited for a commercially oriented operator who thrives in a growth environment where processes, structures, and capabilities must be built while driving day-to-day excellence.

You will play a central role in ensuring operational readiness, enabling scalable growth, and safeguarding process integrity across Benelux.

In addition, you will oversee the management and daily operational readiness of the Benelux showroom and office environment, ensuring premium brand presentation, smooth visitor experience, and operational functionality that supports the commercial team.

The role combines hands-on execution and continuous optimization.

## More About the Role and Your Responsibilities

Your main responsibilities include:

### 1. Regional Sales Operations Leadership

- Build and operationalize the sales operations foundation for the Benelux business.
- Drive regional orderbook health and order management securing on-time deliveries.
- Act as the primary operational advisor to the Sales Director Benelux.

### 2. Cross-Functional Coordination with HQ

- Act as key link between Benelux and HQ across Sales Operations and Logistics.
- Align regional workflows and compliance with global processes, standards, and tools.
- Ensure smooth communication loops regarding sell-in, collection updates, product changes, and delivery impacts.

### 3. Sublimation Process Coordination

- Own the coordination flow of sublimation requests from Benelux customers and partners to the Product Team at HQ.
- Provide structured handovers, track approvals, and secure cross-departmental alignment to avoid delays or rework.

### 4. Customer & Partner Operations

- Oversee operational relationships with key accounts, retailers, and team sport partners.
- Drive proactive communication on deliveries, changes, constraints, and opportunities.
- Support commercial negotiations with solid operational insights and scenario modelling.
- Manage service-level expectations and escalate risks early.

### 5. Regional Process & Systems Excellence

- Identify gaps, inefficiencies, and bottlenecks and then design and implement improved workflows with support from HQ.
- Serve as IT/process superuser in the market, enabling digital and scalable sales operations.
- Build documentation and SOPs ensuring future scalability and onboarding readiness.

### 6. Showroom & Office Management

- Ensure the Benelux showroom is always commercially ready, visually premium, and aligned

with brand standards.

- Oversee office operations including supplies, logistics, meeting coordination, and vendor relationships.
- Manage scheduling and preparation for retailer visits, sales meetings, product presentations, and partner events.
- Act as the point of contact for facility-related needs, ensuring a smooth and professional working environment.

### **How to Make the Team**

We're looking for a structured, proactive Operations Specialist who can support and drive sales operations across the Benelux market in close collaboration with HQ.

#### **To succeed in the role, we expect that you:**

- 3+ years of experience in operations, sales operations, supply chain coordination, or similar roles.
- Proven track record of driving operational stability while building new processes in a growth environment.
- Strong system proficiency (ERP ideally NAV/BC and advanced Excel/Office365).
- Ability to interpret data and convert insights into operational and commercial actions.
- Experience working cross-functionally in an international context.
- Fluent in Dutch and English. French is a significant asset.
- High level of ownership, structure, and operational discipline.
- Strong communicator capable of navigating high-volume information flows.
- Analytical, solutions-driven mindset with a bias toward optimization.
- Hands-on mentality.
- Thrives in a fast-paced, evolving organizational context.

### **Welcome to hummel**

At hummel, we're a strong community built on team spirit, passion, and the will to make a difference.

There's room for those who take initiative, bring ideas to life, and want to create value – for both the business and their teammates.

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 10.03.2026.

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.