

Cluster Sales Director - DACH

Ref. CSDD_DE_2609

Location: Darmstadt, Germany



Company Overview

Carlo Gavazzi is a recognized global leader in the design, manufacture, and marketing of components and networked solutions for Industrial Automation and Building Automation. The Group offers a broad portfolio spanning sensors, relays, and energy management solutions, serving customers worldwide with innovative, high-quality products.

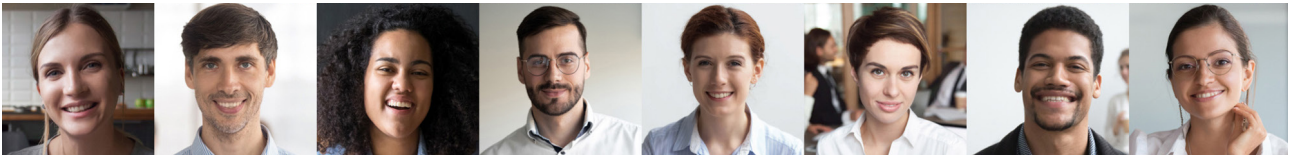
The Opportunity

Reporting to our International Sales & Marketing Director, this role is responsible for defining and executing Carlo Gavazzi's growth strategy in DACH with full accountability for market share expansion, profitability, and organizational performance. Strong focus in driving sales growth of the 3 product lines, setting strategic sales goals, and overseeing the sales and logistics operations in DACH, including Germany, Switzerland and Austria.

The role includes leadership in finance, human resources, marketing, sales, technical support, logistics and includes overall P&L responsibility for DACH.

Key responsibilities

- Lead and support the organization with full Profit and Loss (P&L) responsibility for DACH region, focusing on achieving sales targets, profitability and revenue growth in agreement with the Product Lines Directors.
- Strategize and develop sales for targeted markets defined by Carlo Gavazzi Automation's "Strategic Industries," such as but not limited to Energy and Building Efficiency, EV Charging Stations, Food and Beverage, Plastic Machinery, Mobile Equipment, Agriculture, Distributed Energy Resources, Energy Storage Systems and Access Controls.
- Define and execute strategic sales initiatives in alignment with the Carlo Gavazzi Product Lines leaders, ensuring alignment with organizational goals.
- Develop go-to-market strategies tailored to DACH market needs.
- Strengthen the organization into a high-performance, market-driven entity, capable of capturing new opportunities, strengthening OEM and distribution channels, and accelerating sustainable growth
- Generate profitable new business, acquire additional market share in our strategic industries, with a strong emphasis on prospection.
- Collaborate closely with the International Product Managers to drive innovation, develop and release effectively new products and innovation meaningful to our customers.
- Optimize regional cost structures, improve margins, and ensure operational efficiency
- Enforce the effective usage of the company CRM and forecasting systems to share customer and market needs to the Product Lines and company factories.
- Continuously refine and deploy management tools and Key Performance Indicators (KPIs) to foster a culture of accountability and transparency.
- Continuously motivate, follow up, and develop the competence of employees through coaching, involvement, and training.
- Maintain and enhance exceptional levels of customer service standards.
- Cooperate closely with the Product Lines to ensure fast and efficient introduction of new competitive products, specific requirements, and applications.
- Collaborate closely with factory and international partners at all levels to drive innovation and develop new products, leveraging diverse perspectives and global expertise.
- Actively participate in management group meetings and other networks across the Group organization.
- Participation in trade shows and other relevant promotional activities.



Qualifications and experience

- 10–15+ years of experience in B2B sales leadership within industrial automation, components, or related sectors in Germany, Austria and Switzerland.
- Proven track record of driving strong revenue growth through new customer acquisition and OEM development.
- Demonstrated success in building and leading high-performing sales organizations, in multi-channel environments (direct + distribution).
- Experience managing full P&L responsibility and delivering profitable growth
- Strong understanding of Germany, Austria and Switzerland market dynamics, channels, and customer OEMs, distributors, system integrators).
- Proven ability to develop and execute go-to-market strategies in targeted industries such as energy, EV, HVAC, food & beverage, or industrial automation.
- Track record of prospecting, winning, and developing strategic key accounts.
- Proven leader of cross-functional teams (50+ employees) with the ability to drive performance and accountability.
- Strong commercial acumen, negotiation skills, and customer orientation.
- Degree in Engineering or Business; MBA is a plus.
- Fluent in English and German. French and Italian are an advantage.

Competencies

- Ability to translate strategy into execution, balancing growth with operational discipline.
- Excellent communication and influencing skills in an international environment.
- Entrepreneurial and results-driven, with a strong hunter mindset.
- Hands-on, pragmatic, and comfortable operating in a fast-paced, growth-oriented environment.
- Culturally agile, with a deep understanding of doing business in Germany, Austria and Switzerland.
- Collaborative, resilient, and able to drive change across organizations.

Application process

Interested candidates are invited to submit their CV to **GlobalTalent@carlogavazzi.ch**

Please reference **“Cluster Sales Director - DACH, Germany”**

Learn more about us www.gavazziautomation.com or visit our [LinkedIn page](#)

The **Data Controller** is Carlo Gavazzi GmbH - Pfnorstraße 1 0–14, 64293 Darmstadt, Deutschland.
E-Mail: GlobalTalent@carlogavazzi.ch