Key Account Manager - Northern West Coast

Ref. KAM_NWC_US_2606

Location: Northern California (Bay Area or Sacramento)

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 products are marketed across Europe, America, and Asia-Pacific through a network of 23 own sales companies and around 60 independent national distributors.

The Opportunity

This role is responsible for driving new business development within assigned territory and strategic markets under the guidance of the Regional Sales Manager and VP of Sales, with a strong emphasis on opening new accounts and expanding OEM relationships. The position works closely with Inside Sales and the distributor network to generate projects, meet or exceed billing and profitability targets, and deliver sustainable sales growth. Success in this role requires the ability to develop and execute effective sales and marketing plans, identify and close new business opportunities, provide technically and commercially sound customer solutions, and maintain accurate CRM and sales reporting. The role also represents Carlo Gavazzi at industry events, influences the global product roadmap through market and customer insights, and ensures disciplined execution through forecasting, reporting, and continuous improvement toward sales excellence.

Key responsibilities:

- Drive new business development within the assigned territory and strategic markets, ensuring sales objectives and budgeted revenue targets are achieved or exceeded.
- Develop, manage, and expand long-term relationships with a portfolio of key and strategic customers to protect existing business, prevent competitive displacement, and foster sustained growth.
- Acquire and maintain a deep understanding of customer needs, requirements, and business objectives, continuously proposing value-driven solutions aligned with technical and commercial goals.
- Collaborate with Product Line and Product Management teams to identify, develop, and onboard new strategic customers, supporting long-term market expansion.
- Partner with local and national distributor networks to leverage existing relationships, create new projects, and expand market penetration within assigned territories.
- Define and execute customer-specific pricing strategies in alignment with company guidelines and profitability objectives.
- Serve as the primary communication link between key customers, distributor partners, and internal teams to ensure alignment across sales, product management, operations, and support functions.
- Lead the identification, negotiation, and closure of new sales opportunities, converting prospects into long-term customer relationships.
- Monitor customer-specific stocking levels, delivery performance, and service reliability, proactively resolving issues and complaints to maintain trust and high customer satisfaction.
- Prepare and deliver accurate, timely sales performance reports, including progress tracking, pipeline management, forecasting, and monthly sales volume analysis for internal and external stakeholders.

Key accountabilities:

- Achieve the Annual Sales Plan by prioritizing new account acquisition and maintaining a strong project pipeline with new and existing customers.
- Own and consistently meet or exceed assigned sales revenue and profitability targets.

- Drive sales excellence by continuously improving business development practices, processes, and customer engagement models.
- Ensure disciplined pipeline management and timely, accurate sales reporting, including performance updates and forecasts

Requirements

- Bachelor's degree in Engineering with a minimum of three (3) years of professional sales experience, or 10+ years of experience selling industrial automation components.
- Proven success in B2B sales of industrial automation products (including relays, motor controls, sensors, metering, and energy management) to key accounts such as OEMs, panel builders, and system integrators.
- Demonstrated track record of direct OEM sales across multiple strategic industries, including HVAC, Food & Beverage, Plastics & Rubber, Semiconductor, Agriculture, Packaging, EV, Building Automation, Mobile Equipment, Access Controls, and Manufacturing Machinery.
- Experience partnering with local and national distributor networks to support market penetration and joint project development.
- Strong technical competency with automation products, including the ability to identify customer needs and deliver value-added, application-based solutions.
- Proficiency in CRM systems for opportunity management and reporting; experience with IFS CRM is preferred.
- Willingness and ability to travel up to 50%, including overnight travel, to support a multi-state territory.
- Fluency in English; proficiency in additional languages is an advantage.

Competences

- Highly effective verbal and written communication skills, to deliver professional presentations and engage technical and commercial stakeholders.
- Strong project management skills to manage multiple opportunities and priorities simultaneously.
- Ability to collaborate effectively across multiple functions (technical support, marketing, and product management.)
- Demonstrated initiative and willingness to challenge the status quo to improve sales effectiveness, efficiency, and customer outcomes.
- Commitment to continuous professional development through guided training and self-directed learning to expand technical and application knowledge.
- Ability to work independently within an assigned territory while contributing effectively as part of a broader team.

Benefits and compensation

- A dynamic role within a globally respected automation company
- Collaboration with passionate, high-performing teams
- The opportunity to influence innovative, end-to-end product solutions
- Competitive salary and comprehensive benefits package
- Career growth opportunities within a fast-growing international organization

Application process:

Interested candidates are invited to submit their CV to **GlobalTalent@carlogavazzi.ch**
Please reference **"Key Account Manager - Northern West Coast, Americas"**
Learn more about us **www.gavazziautomation.com** or visit our **LinkedIn page**

The **Data Controller** is Carlo Gavazzi Inc. with registered office in 750 Hastings Lane - IL 60089-6904 - Buffalo Grove USA - sales@carlogavazzi.com