

Market Leader, Italy

Advantage Group International is seeking an ambitious and resilient trailblazer who can serve and grow our client base in Italy.

Are you ready to join us on our journey of helping businesses be better together?

Who We Are:

Advantage is on a mission to help build meaningful relationships that drive mutual and sustainable growth. Established in 1988, The Advantage Group International, Inc. has pioneered the concept of customer relationship benchmarking: helping clients build successful relationships with their business customers. Advantage's programs have become the industry standard for measuring business relationships in the fast-moving consumer goods industry in 40+ countries for 30+ years.

Our Values

Our values are fundamental to how we work and capture the mindset under which we choose to compete as an organization. We Act With Integrity, Thrive on Change, Do It Together and Deliver with Excellence.

Who We're Looking For:

- A Market Leader with 15+ years of experience in key account sales and/or customer marketing roles at a large FMCG supplier, and/or held senior management positions at a grocery or health and beauty retailer.
- Client service experience at a market research firm within the consumer goods, retail or similar industry or B2B channel.
- Fluency in Italian and English

Location:

Milan, Italy (or another location in Italy could be considered as the position is home-office based)

Reporting to:

The Vice President, Commercial and Market Development (located in Toronto, Canada)

The Role:

Lead organizational, sales and client service for the Advantage business in the Italian marketplace. Specific responsibilities include:

- Achieve sales and profit goals by maximizing client retention and increasing market penetration
- Seek out and pursue new business opportunities
- Build strong business relationships with our Italian clients (sponsors and retailers) and ensure that they are gaining value and insights from the Advantage program
- As a thought leader, help to enhance the Advantage brand within the Italian FMCG community through key note presentations, conference/association participation, white papers, published articles, and other similar efforts
- Develop annual business plans for the Italian market, and provide Advantage Home Office with regular reports and updates
- Provide leadership to the Italian operations and field coordination team and ensure that they deliver against their objectives and goals.
- Collaborate with the program management team in Toronto to ensure that the Advantage program runs smoothly
- Ensure compliance with the Italian laws and regulations.

The Competencies:

Market Leaders are expected to demonstrate and develop the following competencies within the role:

1. **Outstanding Industry Connectivity:** Building thriving relationships within the industry, particularly CPG companies and retail groups.
2. **Client Leadership:** Acting as an advocate for our clients, understanding their needs, and recommending the right solutions.
3. **Prospecting for Growth:** The ability to use prospecting principles, processes, and tools to identify and engage potential clients in the market while continually prospecting within existing clients to capitalize on additional business opportunities.
4. **Effective Communication:** Understanding and applying effective communication concepts, tools, and techniques
5. **Insightful Presentations:** The ability to present innovative, actionable insights using relevant market data and trends through storytelling
6. **Business and Financial Planning:** The ability to apply financial concepts to make business plans and decisions to create value for our company and our clients.

7. **Entrepreneurial Drive:** The ability to take different actions to overcome obstacles that get in the way of reaching goals.
8. **Strategic Agility:** The ability to anticipate future opportunities and trends accurately. Being future oriented and able to create competitive and breakthrough strategies and plans.
9. **Superior Commanding Skills:** The ability to eliminate road blocks to zero in on what's important. Being able to take unpopular stands when necessary and face adversity head on.
10. **Coaching for Success:** Knowledge of coaching concepts and methods; ability to encourage, motivate, and guide individuals or teams in learning and improving effectiveness.

Advantage offers an attractive salary package with fringe benefits.

Are you eager to embark on this new challenge? Submit a Cover Letter and CV to our Human Resources Team at resume@advantagegroup.com.

We thank all applicants, but only those with relevant qualifications will be contacted.