

Director of Sales – Marine Electronics (Europe)

Location: Europe (Remote/Flexible)

Job Type: Full-time

About Barantech

Barantech is a leading innovator in marine electronic solutions, specializing in advanced switching and power management systems for the marine industry. Our cutting-edge technology enhances vessel efficiency, reliability, and safety—serving boat builders, shipyards, and marine integrators worldwide.

As we continue expanding across European markets, we are looking for a highly driven and experienced Director of Sales to lead our regional sales efforts, build strong industry partnerships, and drive revenue growth.

Job Overview

The Director of Sales – Marine Electronics (Europe) will be responsible for executing Barantech's sales strategy, developing key customer relationships, and expanding our presence in the European market. This role requires strong sales experience in marine – with a preference for an individual with deep marine electronics expertise, a strong industry network, and a proven track record of B2B sales success.

Key Responsibilities

Sales Strategy & Execution

- Develop and implement a regional sales strategy for Barantech's marine electronic switching and power management solutions.
- Identify and pursue new business opportunities, including boat manufacturers, shipyards, and marine integrators.
- Drive revenue growth and ensure sales targets are met or exceeded.

Customer & Channel Management

- Build and nurture relationships with key OEMs, distributors, and marine service providers throughout Europe.
- Work closely with technical and product teams to align solutions with customer needs.
- Manage pricing strategies, contract negotiations, and key account retention.

Market Expansion & Business Development

- Analyze market trends, customer needs, and competitive landscape to identify growth opportunities.
- Lead Barantech's expansion into new European territories, ensuring strong brand positioning.

- Represent Barantech at industry trade shows, exhibitions, and networking events.
- **Leadership & Collaboration**
- Work cross-functionally with marketing, engineering, and product development teams to enhance customer experience.
- Monitor and report on sales performance, forecasting, and pipeline health to senior management.

Qualifications & Requirements

- +5 years in marine electronics, or related industries with proven sales leadership experience.
- Deep understanding of the marine industry with a preference for an individual with marine electrical systems, power distribution, and automation solutions.
- Strong track record in B2B sales, distributor management, and business growth.
- Strong ability to negotiate contracts, close deals, and manage key accounts.
- Fluency in English is required; additional European languages (e.g., German, French, Italian, or Spanish) are a plus.
- Willingness to travel across Europe as needed and visit HQ in Israel.

Why Join Barantech?

Lead sales expansion for a cutting-edge marine electronics company in Europe. Work with innovative power and switching solutions transforming the marine industry.

Collaborate with a dynamic team driving global marine technology advancements. Competitive salary + performance-based incentives.

Apply Now!