O P E N

Global Hands-on Sales Manager

Basel-based company · Home-based role · Reports to the General Manager / CEO

THE SHORT VERSION

OPEN builds performance gravel bikes. 12 years ago, we created this market with the original OPEN UP, now we need someone to put our bikes in front of the right dealers in the right countries.

Your goal is to establish 30-50 high-performing key dealers worldwide – from existing accounts and new dealers from your network. You will spend around 60% of your time on the road, mostly in Europe and the US. Nobody will check your calendar. That is the point of the job.

WHAT YOU WILL DO

- **Own the numbers.** Build and run the commercial strategy to hit sales and margin targets. Prepare and monitor annual and quarterly budgets. Tell us early when something slips.
- **Be the person dealers call.** Use your network to build real partnerships with bike shops, agents and corporate partners. You know their floor, their customers and their problems.
- **Show up with bikes.** Support key dealers with demo rides and represent OPEN at local dealers and international events.
- **Read the market.** Use customer and market data to adjust our offerings and product mix.
- **Keep the pipeline honest.** Track sales metrics and forecast quotas.

WHAT YOU BRING

- **5+ years sales experience in the cycling industry.** You have sold to bike shops and understand how a dealer thinks about margin, stock and floor space. A network in DACH is a big plus.
- **You ride.** You do not need to race, but you can talk tire clearance, geometry and drivetrains with shop employees and consumers alike.
- **Self-direction.** You plan your own week and your own routes. When you say you will be at a dealer on Thursday, you are there, prepared.
- **Presence.** You negotiate well and present well to a room of five or fifty.
- **Fluent German and English.**

WHAT YOU GET

- **Something to build.** A leading role in growing our worldwide business.
- **Short decision lines.** We are a small, privately owned company. Good ideas need not wait for committee approval.
- **Real autonomy.** Shape your territory, commercial strategy and dealer network.
- **A team of experienced operators & cyclists** in Basel for admin, technical and strategic support.
- **The practical side.** Based from home, regular check-ins in Basel, lots of time on the road, vehicle & other equipment as required.
- **Compensation.** Depends on experience, structure and location.

HOW TO APPLY

Send your CV plus two short paragraphs:

- A dealer you won or turned around, and how you actually did it.
- Your best ever ride experience, your favorite bike and what you would change on it.

Please send to andy@opencycle.com before November 20, 2026.