

»Maybe tomorrow thinking
will be the same as doing.«

Lukas

Brand Strategy



Tomorrow is our home.

Find out how you can enjoy, grow and perform at BSH Home Appliances Group: As a leading manufacturer of home appliances and solutions, we encourage commitment and open-mindedness among our employees. With our global brands Bosch, Siemens, Gaggenau and Neff as well as our local brands, our focus truly is on innovation. And that doesn't just apply to our products and services, but also drives the way in which we cooperate, exchange ideas and organize our teams. Everyone is invited to make their individual contribution to our overall success. Join us now and give your career a home.

Key Account Manager - Modern Trade (m/f/d)

BSH Electrocasnice S.R.L. | Full time | Additional headcount
Bucharest

YOUR RESPONSIBILITIES

Be part of our growth journey as an additional Key Account Manager, driving sales of BSH products, shaping strategic accounts, achieving ambitious targets, and ensuring top-tier brand presentation across our expanding portfolio!

- / Strategy: Develop and execute Joint Business Plans (JBPs) with strategic accounts to grow revenue, margin, and market share.
- / Negotiations: Lead annual negotiations on pricing, promotions, marketing co-investments, and supply chain terms.
- / Customer Development: Use data and market insights to advise accounts, identify opportunities, and grow the brand.
- / Operations: Drive sales forecasts, ensure product availability, promotion execution, and budget control.
- / Cross-Functional Projects: Lead strategic initiatives like new launches, in-store projects, and digital channel growth.

YOUR BENEFITS

- / An indefinite-term employment contract, including a three-month probationary period.
- / A dynamic international environment with extensive opportunities for personal and professional growth.
- / Flexible working arrangements, including the possibility of home office.
- / An attractive compensation package with annual performance bonus, medical subscription, and additional benefits.

YOUR PROFILE

- / 3+ years in Key Account Management in Romania with major electronics, hypermarket, or e-commerce retailers.
- / Experience in consumer electronics or home appliances is a plus.
- / Proven success leading complex, multi-variable negotiations.
- / Strong analytical skills; turn market data into actionable sales strategies.
- / Fluent in Romanian and English, both written and spoken.

FURTHER INFORMATION

Please visit bsh-group.com/career. We would love to welcome you in our team!

Find a new home for your professional ambitions:

Apply online now

At BSH, diversity and inclusion are core values that shape our corporate culture. We appreciate everyone's uniqueness and see the diversity of our employees as key to our success. Regardless of gender, origin, religion, sexual orientation, disability, or age, we wholeheartedly welcome every single application.

Home appliances under the brands:



BOSCH

SIEMENS

GAGGENAU



NEFF

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