



Summa – Channel Manager (East Coast U.S.A.)

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Company Overview

Located in Indianapolis, Indiana, Summa America is part of a global company with over 50 years of experience, originating from Belgium. Summa has become a worldwide leader in delivering high-quality cutting solutions. We offer a versatile range of cutting equipment, including vinyl, flatbed, and laser cutters, serving industries such as Sign & Display, Packaging, Textile, Printing, and Apparel.

Our cutting-edge technology is trusted by companies across the globe to enhance productivity and precision, and through our extensive network of resellers, we provide expert product guidance and support.

Position Overview

We are seeking an experienced and results-driven Channel Manager to oversee and manage Summa America's dealer distribution network on the East Coast of the United States. This role requires frequent travel, exceptional relationship-building skills, and a strategic thinker with a strong understanding of channel sales, who can drive revenue growth and strengthen our market presence. The ideal candidate will have a proven track record in channel management, excellent communication skills, and a passion for building lasting partnerships.

Key Responsibilities and Qualifications

Key Responsibilities

- Manage and grow relationships with dealer partners to achieve sales targets and business objectives.
- Develop and implement strategic plans for dealer networks to maximize market penetration and revenue.
- Conduct regular on-site visits to dealer locations to provide training, support, and performance evaluations.
- Identify new business opportunities within the print, sign, and packaging industries.
- Collaborate with internal teams to ensure seamless communication and alignment on dealer needs and company goals.
- Utilize CRM tools to maintain accurate records of dealer interactions, sales opportunities, and performance metrics.
- Prepare and deliver detailed reports on dealer performance, sales forecasts, and market trends.
- Represent the company at industry trade shows, events, and dealer meetings as required.

Qualifications

- Bachelor's degree is preferred but not required with equivalent experience.
- Minimum of 3 years in channel management or a similar role, preferably within the print, sign, or packaging industry.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) with strong skills in Excel and reporting tools.

- Experience with CRMs such as HubSpot, Salesforce, or similar tools required.
- Excellent organizational skills and the ability to manage multiple priorities in a fast-paced environment.
- Proven track record of working effectively with dealer distribution networks.
- Exceptional communication, negotiation, and interpersonal skills.
- Self-motivated with excellent organizational and time management skills.

Benefits and Location

Benefits

- Comprehensive health, dental, and vision insurance plans
- 401(k) plan with company matching up to 3%
- Generous PTO, including vacation days, sick leave, paid holidays, and wellness days
- Life and AD&D Insurance
- Short-term and Long-Term Disability

Location

Remote