

For almost 25 years, Alliance Consulting has distinguished itself as Europe's leading Executive Search consultancy for players in the food supplement and nutraceutical industries, across the entire value chain. Imagine a world where every decision, every action, every product is designed with a passion for excellence and the ambition to transform the daily lives of its consumers...

Our client is a British life science company specialized in developing and commercializing unique, science proven health ingredients, powered by plants. This is a unique opportunity to join a fast-growing, science-driven company in the health and wellness space and play a key role in expanding its footprint through lead generation, customer growth initiatives, and market development. To lead our client's commercial development efforts across the EMEA region, we are looking for a dynamic and strategic

Marketing & Sales Manager EMEA

You will drive B2B lead generation campaigns across multiple channels, from email marketing to webinars and social media, ensuring continuous pipeline development. You'll work closely with the existing customers to support successful product launches and identify upsell and cross-sell opportunities through tailored marketing strategies. You will also take the lead on all trade show operations in the region, from planning to execution and post-event analysis. Your market expertise will be critical in conducting research and mapping potential leads, as well as collaborating with business development managers and distributors to optimize prospecting. In close alignment with the global marketing team, you'll develop compelling science-based content and sales tools adapted to local market needs. You'll also play a key role in managing media relations, nurturing key press contacts, and creating visibility for our innovations.

This role includes direct account management responsibilities for select EMEA clients, with a focus on relationship building, sales support, and customer satisfaction. Regular reporting and analysis of performance indicators will guide strategic decisions and contribute to the continuous improvement of the regional approach.

We are seeking someone highly organized, analytical, and results-driven, with the ability to think strategically and act entrepreneurially. You should be comfortable working independently across diverse teams and time zones and be a strong communicator and project manager with an eye for market opportunities. The ideal candidate will have a Master's degree in Marketing, Business, Nutrition, or Food Science, and at least 5 years of B2B marketing experience, ideally in the food supplement ingredients industry. A deep understanding of digital marketing platforms and CRM systems is essential, and experience with AI tools is a plus. Fluency in English is required, and additional language skills such as German, Spanish, French, Arabic, or Italian are a strong asset.

This role offers a competitive compensation package including bonus eligibility and participation in the Employee Stock Ownership Program. You'll work remotely with regular travel within Europe and occasional visits to the Middle East and Africa. Bi-monthly team meetings will take place in London or France.

Join a passionate, global team committed to innovation and natural health and take part in building the EMEA success story!

Location : home-office - **Reference :** MSM398/W - **Contact :** contact@alliance-consulting.ch

We thank you in advance for sending us your CV, which we undertake to treat in the strictest confidence.