

Sales Manager / Senior Sales Manager / Regional Sales Manager/ Technical Sales Manager North America

Become part of our expansion journey in the North American market, building upon our strong tradition of innovation and expertise with hydraulics system components as hydraulic motor and pumps together with selected accessories.

Sunfab Hydraulics Inc is actively looking for an experienced Sales Manager to play a key role in driving the U.S. organization's future growth and development. The company has a long history of sales in North America and has established itself as a market leader in hydraulics.

Sunfab develops, produces and sells components for the operation of hydraulic equipment. Our biggest market is in "Mobile hydraulics", but we also have many customers in other market segments, such as the marine industry, agriculture etc. We sell our products via distributors and direct customers all over the world and with more than 90% exported outside Sweden. Our head office is located in Hudiksvall, Sweden, where Sunfab's products are manufactured in our own factory. We have presence across the globe through our extensive network of distributors and our own subsidiaries in key markets such as Germany, France, UK, Spain, Malaysia and USA. In the U.S., our office is located in Charlotte, NC.

Throughout our family-owned company, celebrating our 100-year anniversary in 2025, we value commitment, respect and professionalism in our work together and with our clients.

The Opportunity and Role

Sunfab Hydraulics Inc is now moving into a new phase of expansion. Several new products will be launched in our already extensive portfolio of hydraulic pumps and motors and new solutions for electric drives soon, and our factory is undergoing an extensive upgrade and increasing its capacity. The intention is to substantially grow the market share in North America and other key markets. The Sales Manager will have key role in this work with a strong focus and responsibility of developing and increase the customer base in North America - USA and Canada. The individual will work closely with our Operational Manager and support the team to manage customer relationships, drive profitable sales and ensure timely performance in customer delivery to their assigned customers.

Leveraging Sunfab's technology, service and thought leadership, the Sales Manager shall provide innovative and cost-effective solutions and assume responsibility for the overall fulfillment of all contractual obligations & deliverables.

To apply for this exclusive opportunity, please email a CV/resume and cover letter to sunfab-us@sunfab.com.

Duties and Responsibilities

Assuming responsibility for increasing sales and improving margins

- Builds and promote strong, long-lasting customer relationships by partnering with them and understand their needs
- Establishes and implements a Sales and Marketing plan for larger customers
- Actively works with performance monitoring, maintains and submits reports to management and updating commercial customer agreements as needed
- Manages daily operations and assists office coordinator at Sunfab Inc.
- Frequent contact with key functions at our HQ in Sweden.
- Frequent travelling throughout USA and Canda to maintain and develop existing customers.
- Strong focus on increasing customer base and sales volumes in North America.

Qualifications

- 4-year bachelor's degree
- Documented experience (5+ years) of successful technical sales including previous experience working with hydraulics products and systems as a sales representative, sales manager or similar
- Proven ability to drive the sales process from plan to close
- Commitment to continuous education through workshops, seminars and conferences
- Strong business sense and industry expertise
- Prior experience working for an international or European company is valued

Competence and Skill Requirements

- Strong consultative sales skills coupled with a broad understanding of the Sunfab product portfolio, competition and market trends
- Experience from driving sales targets through distributors as well as directly to bigger end users such OEM's.
- Demonstrated ability to communicate, present and influence credibly and effectively at all levels of the organization
- Leadership skills and an ability to scope and solve problems, collaboratively with the customer and internally
- Strong negotiation skills and the ability to effectively communicate the value proposition
- Entrepreneurial mindset and a sharp commercial business acumen
- Excellent teamwork, mentoring, coaching and people management skills
- Strong competence and understanding (through previous experience) of ERP systems or similar business systems
- Microsoft Office (Excel, Word and PowerPoint) proficiency is required
- Fluency in English, oral and written
- For this position, travel time is estimated at approximately 60% with a potentially higher percentage in the long-term

To learn more about Sunfab, please visit www.sunfab.com

This recruitment is handled by Sunfab Hydraulics Inc. Charlotte, NC & Sunfab Hydraulics AB Sweden. To apply for this exclusive opportunity, please email a CV/resume and cover letter to sunfab-us@sunfab.com.

Candidates will be interviewed in person as soon as possible on rolling basis, first contact via Microsoft Teams and a second round of interviews with management from HQ in Sweden at our office in Charlotte, NC.

For further information, please contact
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