

SALES MANAGER Italy



Full time



Italy

Introduction

Located in Annecy (near Geneva) - France, RX Solutions is France's leading company in Industrial X-ray Radioscopy and Computed Tomography. We develop analysis equipment for university research laboratories as well as for industries in the automotive, aerospace, mechanical, and electronics sectors. We also provide X-ray Radioscopy and CT services to these industries.

As part of RX Solutions' strategic expansion plan, we are strengthening our commercial organization in Europe by localizing our sales management within key territories. This evolution aims to accelerate our existing model: RX Solutions continues to rely on its trusted distributor network while expanding its direct presence in strategic markets to better support customers and partners.

Main Missions

As part of the Sales Department, the Sales Manager Italy will be responsible for developing and consolidating RX Solutions' presence in the Italian region, in line with the company's strategic expansion plan.

The role combines clear responsibility for sales growth and results with a strong mandate to structure, strengthen, and scale the distributor-led model.

Key responsibilities include:

- Take ownership of commercial performance in Italy as top priority, driving sustainable revenue growth and increased market share across industrial and academic customers.
- Develop sales through the existing distributor network, ensuring that partners are enabled, supported, and challenged to deliver measurable growth, consistent positioning.
- Manage and strengthen the existing distributor network, ensuring close technical and commercial support, consistent sales messaging, and achievement of sales targets; actively reinforce the channel model by improving partner engagement, sales processes, opportunity qualification, and joint account strategies
- Identify and pursue new opportunities across the country.
- Handle complex sales cycles, from lead generation and technical specification to quotation, negotiation, and closing.
- Contribute to RX Solutions' European business strategy, providing market feedback, competitive analysis, and action plans to enhance performance and local penetration.
- Collaborate with the marketing team to drive lead generation initiatives, including the recommendation and promotion of trade shows, conferences, webinars, and digital marketing campaigns in Italy.

- Act as a brand ambassador for RX Solutions by representing the company at professional events and ensuring the visibility of its expertise and solutions in the industrial and academic ecosystems.

Profile :

Education: Engineering, Physics, Material Science, or related technical degree. A solid technical background is essential to understand industrial CT applications.

Experience: Minimum 5 years of B2B sales experience in high-tech or scientific equipment sectors (metrology, NDT, imaging, automation, etc.), ideally with international and distributor-based sales exposure.

Key skills:

- Proven ability to drive revenue growth with clear accountability for results in complex, long-cycle sales environments
- Strong understanding of channel-based go-to-market models, including distributor enablement, performance management, and partner development.
- Strong business development and negotiation skills in technically complex environments;
- Deep understanding of the DACH industrial market and culture;
- Ability to lead and develop distributors strategically;
- Capacity to drive and coordinate marketing actions with measurable commercial outcomes;
- Structured reporting and analytical mindset;
- Entrepreneurial spirit, autonomy, and result-oriented mindset.
- Languages: Fluent in Italian and English; an additional language is a strong plus

Details :

- Full-time position based in Italy
- Mobility: Willingness to travel frequently across Italy. And to HQ in Annecy.