



We inspire our customers worldwide with our innovative products and services and create added value for people and environment. As a traditional medium-sized group of companies with over 300 colleagues at 6 locations in Germany and abroad, we are pushing our international growth and our transformation into a modern, value-oriented and people-oriented company with a flat hierarchy and culture of trust and short decision-making processes.

To strengthen our international organization, we are looking for a

REGIONAL SALES MANAGER ITALY (M/F/D)

Location: Lombardia / Piedmont / Emilia Romagna (Italy)

YOUR TASKS

- Conduct direct sales activities with OEM customers
- Introduce our dosing pumps and related solutions to new customers and market segments
- Build, maintain, and strengthen strong long-term customer relationships
- Develop, manage and expand the agent network across Italy
- Manage commercial negotiations, pricing, annual budgeting, and reporting for the region
- Identify, target, and develop new business opportunities with a strong focus on growth
- Collaborate closely with project engineers, sales engineers, field service technicians, procurement departments, and internal stakeholders
- Work closely with the headquarters sales and management teams in Germany to implement regional strategies
- Represent the company at customer meetings, industry events, and relevant trade shows
- Regular business travel within Italy and occasional travel to Germany for training and coordination

YOUR PROFILE

You bring 5–7 years of professional experience in sales and/or project engineering, ideally within the water treatment sector, and can demonstrate a strong B2B sales track record with engineered products. Experience with pumps, dosing systems or comparable technologies is considered a strong advantage. You are familiar with working alongside OEMs and/or distribution partners and have prior exposure to Italian industrial markets, particularly in the water treatment, food & beverage or power industries.

Your profile is characterized by a dynamic, communicative and self-driven personality with a pronounced business development mindset and an entrepreneurial attitude. You are comfortable working independently while remaining closely aligned with headquarters and possess strong organizational skills, enabling you to manage multiple projects in parallel. You confidently negotiate technical and commercial terms with engineers, technicians and buyers and are proficient in Microsoft Office, with CRM or ERP experience being an advantage.

You are willing to travel extensively across Italy, have excellent English skills, and additional knowledge of German is a plus. Residency in Italy is required.



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WHAT WE OFFER

- An opportunity to grow within a supportive and innovative team
- A competitive salary, aligned with industry standards
- Career progression opportunities for individuals with ambition and drive
- A challenging yet rewarding role in a globally recognized company

HOW TO APPLY

Please send your CV and a brief cover letter highlighting your suitability for the role to:

Contact:

Jasmin Katrina, phone: +49 5673 999-00
Personal@sera-web.com

Please also include the job title in the subject line.
We look forward to welcoming you to the sera family!