Sales Representative Spain

With over 200 years of tradition and excellence, we are a proud Japanese family-owned company and one of the most innovative brands in the global pet food industry. Our premium products set standards in quality, taste, and animal well-being. To increase our visibility in southern part of Europe, we are looking for an ambitious and hands-on Sales Representative in Spain preferably in Barcelona who is ready to take on a critical role to expand our presence on the market and actively shape our success story.

Your mission: As an experienced Sales Representative you will play a pivotal role in developing INABA's brands in Spain preferably in Barcelona by driving sales growth through retailers and independent distributors. The overall objective is to strengthen customer loyalty, increase market share, and achieve the company's commercial targets for sales volume and profitability.

Responsibilities:

- Develop and implement sales and activation plans to achieve business objectives and optimize stock levels.
- Support distributors and their sales teams with commercial negotiations, product launches, and customer activation initiatives.
- Deliver training to distributors and their sales representatives on business development and portfolio management.
- Ensure the effective execution, monitoring, and reporting of promotional activities across distributors and points of sale.
- Build strong customer relationships and implement loyalty initiatives to achieve annual sales targets.
- Maximize product visibility through effective merchandising, planogram implementation, and point-of-sale execution.
- Monitor market trends and competitor activities, providing regular insights and recommendations to management.
- Represent the company at local and national industry events to strengthen brand awareness.
- Participate in regular team meetings to share business updates, sales performance, and forecasts.
- Optimize the Route-to-Market strategy by managing customer coverage, visit frequencies, and point-of-sale data.

Your profile: You are enthusiastic, people-oriented and motivated to grow your career in sales. You enjoy being out in the market, meeting partners and representing a brand you believe in. Ideally you bring in:

- Bachelor's degree in marketing, Sales or equivalent. Studies in Veterinary is a plus.
- Experience in the Pet Food Industry and / or FMCG of at least 3 years is a must
- Experience managing diverse customer portfolios, including distributors, retailers, veterinary clinics, and pet shops.
- Preferably based in **Spain, Barcelona Region**.
- Valid driver's license required for job-related travel inside of Spain
- Knowledge of **Spanish** and **English** is a plus.
- Excellent written and verbal communication skills.
- Strategic thinker with strong commercial awareness
- Adaptable and responsive to a fast-growing company.
- Experience using computers for a variety of tasks.
- Competency in Microsoft applications including Word, Excel, and Outlook.
- Structured, independent working style with willingness to travel up to 25% of working time
- Resilient and solution-oriented, even in challenging situations
- Genuine passion for pets and their well-being
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What we offer:

- A high-impact role with real ownership and entrepreneurial freedom
- Attractive compensation package including company car (also for private use)
- Long-term career perspective within a stable, internationally growing company
- Professional onboarding and continuous development opportunities
- A dynamic, motivated international team
- A fast-growing premium brand with strong market

Ready to make an impact?

Join a company where tradition meets innovation and where your contribution truly matters.

We look forward to receiving your application at:

recruiting@inaba-foods.co.jp

Please send your CV, relevant references, and a short motivational letter outlining why you are the perfect fit for this role.