



JONAS STAAB

Key Account Manager

PROFILE

„Dare the impossible
to deliver beyond.“

Strategic growth
orientated Key
Account Manager
responsible for Retail
and Foodservice
customers.

Expertise in
cooperative business
development with
internal and external
partners.

CONTACT

PERSONAL DATA
May 4th, 1990
German

ADDRESS
Neusser Straße 12
40667 Meerbusch

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Jonas.Staab@web.de

WORK EXPERIENCE

Key Account Manager at Kraft Heinz Company
Since 12/2019

- Responsible for achieving sales targets in profitability & market share by creating long & short term Sales Plans in Retail & Foodservice AT/CH
- Ensuring profitable & customer growth during annual negotiations by realizing the strategic listing and promotion strategy
- Monitoring retailers and distributors performance with dedicated sales KPIs to develop the business

Regional Key Account Manager at Kraft Heinz Company
03/2018 – 12/2019

- Responsible for national Discount AT/CH & Retail Austria
- Ensuring profitable & customer growth during annual negotiations by realizing the strategic listing and promotion strategy
- Business development in cooperation with adjoining departments

Sales Representative at Kraft Heinz Company
01/2017 – 02/2018

- Expanding the distribution of listing and promotional articles
- Annual negotiations with regional customers
- Strategic customer development driven by sales specific KPIs

Account Manager at Ricoh Deutschland GmbH
10/2015 – 12/2016

- Acquisition and Development of B2B customers
- Exceed sales targets in customer wins, profitability and revenues
- Management & coordination of customer projects

INTERSHIPS

Working student Training Vichy at L'Oréal Deutschland GmbH
03/2015 – 08/2015

- Design & briefing of marketing materials
- Market analysis & customer store checks
- Competitors deep dive analysis

Internship Product Marketing at L'Oréal Deutschland GmbH
09/2014 – 02/2015

- Design & briefing of marketing materials
- Creation of market analysis & presentation
- Insights in market structures and marketing communications

Working student Sales at E-Plus Retail GmbH & Co.KG
06/2011 – 10/2012

- Customer service and acquisition of new customers
- Support of branch management

SOFT SKILLS

Strongly motivated,
determined, strategic
growth, teamwork,
analytical, CRM,
business development,
target oriented

HOBBIES

Sports (Squash & Soccer)
Travelling
History

EDUCATION

Master of Science „Unternehmensführung/Management“
Georg-August Universität Göttingen
Final grade: 2,1

Bachelor of Science „Business Administration“
Universität Siegen
Final grade: 2,3

Abitur
Städtisches Mataré-Gymnasium
Final grade: 2,0

SKILLS

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|----------------------|---|---|---|---|---|
| Microsoft Excel | ★ | ★ | ★ | ★ | ★ |
| Microsoft PowerPoint | ★ | ★ | ★ | ★ | ★ |
| Microsoft Word | ★ | ★ | ★ | ★ | ★ |
| SAP BI | ★ | ★ | ★ | ★ | ★ |
| SAP SRM | ★ | ★ | ★ | ★ | ★ |
| Siebel | ★ | ★ | ★ | ★ | ★ |
| PDCA | ★ | ★ | ★ | ★ | ★ |

LANGUAGE

| | | | | | |
|---------|---|---|---|---|---|
| German | ★ | ★ | ★ | ★ | ★ |
| English | ★ | ★ | ★ | ★ | ★ |

TRAININGS

- Sales Trainings at Ricoh Academy**
- Acquisition
 - Presentation
 - Negotiation

Workshop Harvard negotiation method