

Breitling has recognized the signs of the times and is equipping itself to meet the digital challenges of the future. The traditional but state-of-the-art chronograph with its close ties to aeronautics harbors much emotion and is the centerpiece of the valuable Breitling brand. To successfully counter the disruption of traditional marketing channels and to realign these to meet future challenges, we have been given the exclusive mandate by the renowned manufacturer of luxury watches to find an entrepreneurial and passionate

Global CRM Manager with strong Salesforce Background (m/w)

Grenchen



This function reports to the Breitling Customer Solutions Manager and will provide a high level of expertise in the area of CRM, clienteling, customer service and campaign management with a strong focus on Salesforce.

Key Responsibilities

- Leading the ideation, the technical development and the launch of any CRM, clienteling, customer service and campaign management
- Gap analysis of the current solutions/platforms
- Building and running the technical side of the CRM and clienteling platforms with integration of data / analytics
- Supporting CRM and clienteling project implementation, rollouts, change requests and release management
- Leading technical teams on how to optimize and deliver CRM, clienteling, marketing automation and campaign management
- Championing Salesforce Sales Cloud, delivering trainings and providing governance and developing the marketing automation platform to fulfil cross channel communications
- Deploying and supporting system enhancements, change approval and implementation of system changes.
- Bringing the best technology capabilities and solutions into the Breitling landscape, with an emphasis on speed, agility and benefit

Education and Experience

- MSc or BSc Degree in IT or similar
- >8 years of working experience
- >2-3 years experience with Salesforce implementation:
 - Experience with Sales Cloud OR Service Cloud mandatory
 - Experience with Marketing Cloud or Data Management Platform advantageous
- Technical skills in or with: PIM/DAM, CMS, OMS, platforms, programming languages and architectures, hosting, CDN, availability and performance, security and product management (agile)
- Exposure to international and complex projects and to international customer reality (ideally ranging from USA local clientele to the Chinese travelers)
- Understanding of digital marketing metrics and channel management
- Capability to coordinate external agencies, local & global
- Teamplayer with drive who can work independently in a small team with great exposure to senior management
- Fluent in English (mandatory), French and German is of advantage

This is your chance to help shape the digital future of a renowned, successful and traditional company. Are you the person with the getting-things-done mentality we are looking for?

[Apply for this job](#)

Dominik Huber, Senior Consultant
Telephone +41 43 333 36 00