

Key Account Manager (Inside, 32–38 hours)

International, strategic and customer-focused. Digitally connected to the market.

At De Bondt, everything revolves around long-term relationships, innovation and international growth. As a Key Account Manager (Inside), you are the strategic point of contact for our most important customers in Europe and beyond. You work from our office in Tynaarlo and build successful and sustainable partnerships through digital interaction (Teams, CRM, data). You work closely with Sales, Marketing, R&D and Supply Chain. Together, you ensure that our key accounts feel heard, supported and inspired, and that they contribute to our strong growth ambitions.

About De Bondt

What started in 1970 as a family business in buttons and zippers has grown into Europe's leading wholesaler of yarns, haberdashery and handicraft products. From Tynaarlo, we supply customers in more than 80 countries. Our brand Scheepjes is loved worldwide by makers and influencers in the creative sector.

Well-known brands in our portfolio include Scheepjes, Gütermann, KnitPro, PAN ART, Tulip and Prym.

Our core values are: reliable, professional, service-oriented, progressive and approachable. You feel these values in everything we do, from customer contact to innovation.

The role

As a Key Account Manager (Inside), you are responsible for managing and expanding an international portfolio of strategic customers and distribution partners. You understand their needs, ambitions and challenges and translate these into account plans, concrete proposals and commercial growth.

You initiate discussions on assortment development, market introductions and promotions. You are the connecting link between the customer and the organization. Physical customer visits are limited and take place at planned moments, such as assortment reviews or trade fairs. Most of your work is done via Teams, CRM and close collaboration with internal teams.

What will you do?

- Manage and develop large international customers and key accounts
- Develop and execute strategic account plans
- Conduct digital customer meetings (via Teams) at a strategic level
- Identify market developments, customer needs and growth opportunities
- Analyse sales data, customer insights and assortment performance
- Prepare and follow up on quotations and proposals in cooperation with internal teams
- Coordinate internal actions and alignment between departments
- Visit customers periodically (trade fairs, assortment presentations, events)



Who you are

You are a customer-focused strategist with a strong commercial mindset. You have a feel for relationships as well as for data. You work in a structured way, think ahead and easily balance customer interests with company strategy.

You bring:

- Bachelor's or Master's level of working and thinking, for example in Commercial Economics or Business Administration
- At least 3 years of experience in key account management or B2B sales
- Strong communication and negotiation skills
- Strategic insight and analytical capabilities
- An international mindset; excellent command of Dutch and English (German is a plus)
- Experience with CRM systems and digital customer management
- Willingness to travel internationally from time to time
- Affinity with creative products (handicrafts, DIY, textiles) is a plus

What we offer

- A strategic role with impact within an internationally operating family business
- Plenty of room for initiative and entrepreneurship
- A market-conform salary, depending on experience and responsibilities
- Good secondary employment conditions, including a pension scheme and travel allowance
- 5 weeks of vacation
- Possibility of hybrid working by mutual agreement
- Opportunities for personal growth, training and coaching
- Daily fresh fruit, a sports allowance, and a close team with a passion for creativity

Interested?

Are you the Key Account Manager who enjoys building impactful digital relationships?

Then send your motivation letter and CV to solliciteren@bondt.com.

The closing date is 1 February 2026. We look forward to your response!