

Commercial Key Account Manager

Company Overview:

Nordic Homeworx is the exclusive distributor of Kährs, a renowned Swedish flooring brand, in the United Arab Emirates. We specialise in providing high-quality, sustainable flooring solutions to residential and commercial clients across Dubai and beyond. With a commitment to excellence and a passion for delivering exceptional service, Nordic Homeworx is dedicated to enhancing living and working spaces through beautiful, durable flooring solutions.

Position Overview:

As the **Commercial Key Account Manager** at Nordic Homeworx, you will play a key role in driving commercial sales growth by developing new business opportunities and building long-term relationships with key clients. You will manage your own portfolio of commercial clients, including interior design firms, developers, consultants, contractors, and architects working on ultra-luxury residential and high-end commercial projects such as hospitality, F&B, offices, retail, and branded lifestyle spaces. A key element of this role will be expanding our presence in Abu Dhabi, identifying new opportunities, and strengthening our position in this strategic market.

Your role is focused on generating new business, nurturing strategic client relationships, and managing opportunities from initial engagement through to project completion. You will lead client consultations, prepare proposals, negotiate commercial agreements, and work closely with internal teams to ensure a seamless customer experience. Success in this role requires a proactive, commercially minded individual who can identify opportunities, influence key stakeholders, and consistently deliver against ambitious sales targets while reflecting Nordic Homeworx's values of excellence, care, trust and responsibility.

Responsibilities:

Sales & Business Development

- **Drive commercial sales growth:** Achieve and exceed sales targets by proactively identifying, developing, and converting opportunities across the commercial sector.
- **Manage commercial sales opportunities:** Lead both long-lead-time and fast-cycle projects involving interior designers, architects, consultants, developers, and fit-out contractors, from initial enquiry through to project award.
- **Develop strategic client relationships:** Build and maintain long-term partnerships with key accounts, becoming a trusted advisor and identifying opportunities to grow existing business.

- **Expand the Abu Dhabi market:** Strengthen Nordic Homeworx's presence in Abu Dhabi by developing new client relationships, identifying upcoming projects, and generating new business opportunities, while continuing to manage and grow business across Dubai.
- **Provide consultative sales solutions:** Understand client requirements and recommend flooring solutions that meet both technical and commercial objectives.
- **Prepare commercial proposals and agreements:** Develop quotations, presentations, specifications, and commercial proposals that align with client requirements and Nordic Homeworx's quality standards.
- **Represent the Nordic Homeworx brand:** Act as a professional ambassador for the company, building trust and delivering an exceptional client experience throughout the sales journey.

Market Development

- **Build a strong industry network:** Develop relationships with architects, interior designers, consultants, developers, contractors, and other key stakeholders to generate new business opportunities.
- **Monitor market trends:** Stay informed about industry developments, competitor activity, and upcoming projects to identify opportunities and support commercial strategy.
- **Promote the brand:** Represent Nordic Homeworx at networking events, exhibitions, and industry functions to strengthen market presence and brand awareness.

Reporting

- **Strategic sales reporting:** Deliver data-driven performance and pipeline insights to the Head of Sales, translating trends, client behaviours, and performance gaps into actionable strategies that drive revenue, client retention, and team effectiveness.
- **CRM reporting:** Maintain accurate CRM records, sales forecasts, and opportunity pipelines to ensure effective planning and reporting.
- **Drive continuous improvement:** Share customer insights and market intelligence to support improvements in sales processes, customer experience, and commercial performance.

Collaboration

- **Collaborate across the Sales Organisation:** Work closely with the wider Sales Organisation to share insights, align strategies, and ensure a cohesive approach to client engagement and business growth.
- **Foster cross-functional collaboration:** Partner with Operations, Marketing, Aftercare and Finance teams to ensure project success and deliver a seamless customer experience.

Qualifications / Requirements:

Education:

- Bachelor's degree in Business, Architecture, Engineering, Interior Design, or a related field is preferred.

Experience:

- 5 years of sales experience, in B2B or SME sales, design-led projects, or interiors/fit-out sectors, with a track record of surpassing sales targets.
- Experience in the flooring industry or related sectors (e.g., interiors, construction) is preferred.
- An existing network of interior designers, residential/commercial fit-out contractors, or developers in Abu Dhabi is a plus.

Skills & Competencies:

- Excellent interpersonal and communication skills for building and maintaining client relationships.
- An analytical mindset to interpret sales data and drive data-informed decisions.
- Results-driven with a focus on delivering exceptional customer experiences.
- Proficiency in CRM systems, Google Workspace (Docs, Sheets, Slides, Drive), and sales-related software.

Technical Knowledge (Preferred):

- Knowledge of wood flooring products, materials, installation processes, and industry trends.

Why join us?

At Nordic Homeworx, our culture is rooted in trust, care, excellence, and responsibility. We foster an environment where people feel empowered, supported, and confident taking ownership of their work. Respect and empathy guide how we collaborate, while a commitment to high standards drives us to consistently deliver quality and seek continuous improvement. As partners of a leading eco-conscious flooring brand, we are dedicated to sustainable practices that make a positive impact. Together, these values create a workplace where you can grow, feel inspired, and build a meaningful long-term career.



How to apply:

Interested in joining a team where your work truly matters? Send your CV and a short cover letter to careers@nordichomeworkx.com and tell us why you'd be a great fit for the Commercial Sales Team Lead role. We look forward to hearing from you!

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