

Head of Sales

Do you want to play a key role in the continued commercial growth of Brøndby IF?

Brøndby IF is looking for an ambitious and commercially driven Head of Sales to help develop and grow some of the club's most important business areas.

As Head of Sales, you will play a key role in Brøndby IF's commercial organisation, with responsibility for developing and growing the club's partnerships, VIP hospitality and F&B business. You will lead a high-performing sales team and work closely with the Chief Commercial Officer to strengthen our commercial platform and drive long-term growth. This is both a strategic and hands-on leadership role. In addition to leading and developing the sales organisation, you will be expected to build relationships with key decision-makers and personally lead the sales process for some of the club's largest and most strategic commercial opportunities.

Key Responsibilities

You will be responsible for:

- Driving and developing the club's partnership business.
- Developing and optimising the club's VIP hospitality business.
- Growing revenue across the club's F&B business.
- Supporting the development of new commercial products and concepts within partnerships and F&B to create new revenue streams.
- Optimising pricing, packaging and overall commercial value creation.
- Preparing budgets and forecasts while delivering strong commercial performance across your business areas.
- Leading, developing and motivating the sales organisation.
- Building long-term relationships with key partners and personally leading high-value commercial negotiations.

Revenue Ownership

- Sponsorship Revenue
- VIP Hospitality Revenue
- F&B Revenue

We are looking for someone who

- Has a proven track record in B2B sales and commercial business development.
- Is an outstanding relationship builder with a strong history of delivering commercial results.
- Thrives on leading complex sales processes from the initial conversation through to signed agreements.
- Has leadership experience and enjoys developing high-performing teams.
- Combines strong commercial and financial acumen with a data-driven mindset.
- Is able to balance strategic thinking with hands-on execution.
- Is proactive, entrepreneurial and motivated by creating growth.

Experience within professional sports is not required. Experience from hospitality, food & beverage, live entertainment, events or other customer-focused commercial businesses will be considered a strong advantage.

What We Offer

You will become part of an ambitious organisation with short decision-making processes,

high expectations and a strong culture of collaboration.

This is a unique opportunity to make a significant impact on one of Denmark's strongest sports brands and help shape the future commercial development of Brøndby IF in close collaboration with the club's commercial leadership team.

If you are motivated by creating growth, developing people and building long-term commercial relationships, we would love to hear from you.