



**Creating physical connections in our digital world.**

**Company Overview:**

At Lapine, we create products that consumers love to talk about. Products that extend the joy of shared moments, deepen experiences, and amplify brand messages to create something bigger, more enduring. We embrace ideas born from meaningful insights rather than opinions, then forged in creativity and executed with certainty.

We think working hard while being surrounded by people who inspire and delight us are equally important. We feed off daunting challenges and big ideas and nothing feels better than when we help our clients look like heroes. It's in those moments, when our tangible work delivers the most important intangible emotion, that we have succeeded: when brands and their consumers feel the love. The result is a fast-paced, dynamic environment cultivated for individuals looking to build their careers in Merchandising, Insights, Operations, Creative, Digital Services, Project Management, Client Engagement, Marketing and more.

**Summary:**

The Account Manager, Client Engagement is responsible for the client experience beginning with the initial prospecting phase through onboarding and ongoing execution. This role will also act as a key member of the initial client presentation team and continue as a close collaborator with the sales directors throughout the client lifecycle to ensure flawless execution. This role combines account planning and account management responsibilities.

**Primary Responsibilities:**

- Create and manage all client specific sales & marketing plans to achieve established revenue goals within your assigned account base.
- Cultivate new business and evolve existing relationships to increase business within the client company and develop opportunities for new business.
- Develop creative ideas for clients' external marketing projects/promotions and internal employee incentive projects.
- Promote and encourage ongoing programs and revenue producing opportunities.
- Collaborate with internal groups including: Service Groups, Customer Service, Marketing, Purchasing and key account teams to direct work flow and projects.
- Work with vendors and purchasing to ensure quality of products, get up to date information on the relevant product trends, negotiate pricing, and ensure quality production and timely delivery of your products.
- Work within assigned sales budgets and tight deadlines.
- Understand financial aspects of account management role: budgets, gross margin, sales reports, etc. and achieve profitability targets by consistently increasing sales.
- Manage all client data and communications within our CRM systems, including marketing campaigns and associated analytics.
- Proactively cultivate overall client relations by being accessible, reviewing and planning for their business, consistently demonstrating your creativity and delivering value to them every day.
- Maintain ease of process and high levels of professionalism when interacting with Lapine colleagues and clients, while being flexible enough to change and adapt as Lapine and the client merit.
- Produce high quality service levels and product proposals for our clients.
- Travel required at an estimated 8-10 trips annually within the US.

- Financial/budgetary and forecasting responsibility and strategic planning responsibilities.

**Required Qualifications:**

- 5+ years key account management or relevant experience- ad specialty, merchandise industry, hospitality background a plus; merchandise/marketing services or promotions with a brand would be considered relevant.
- Creativity and experience in program, product and/or concept development.
- History of excellent customer service and client relationship building.
- A love of “driving consumer engagement”.
- Dynamic presenter comfortable presenting to all levels within an organization.
- Excellent project management skills. Ability to manage details and tight deadlines. Impeccable follow up skills.
- Self-directed, motivated and driven to succeed with an ability to nurture existing client relationships and grow new relationships within your assigned accounts.
- Strong negotiation skills.
- Team player who's collaborative and will motivate and lead by example and exceed the client's expectations.

