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# Example of Wholesale Account Executive Job Description

Our company is growing rapidly and is searching for experienced candidates for the position of wholesale account executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for wholesale account executive

* Be knowledgeable about market and competitor performance and trends
* Analyse monthly sell out by style and door for top accounts and propose to the Account Manager proactive actions to improve sell thru
* Own sell through for top account vs sell thru targets
* Own with Account Manager the account OTB and financials
* Partner with wholesale planning, VM, Customer Operation, S&P to drive net sales and account profitability
* Travel seasonally with commercial / VM team to understand business opportunities
* Full ownership of store’s performance – Sell Thru Targets, Brand Environment and Stylists Performance
* Ensure that collection/AR targets are met consistently thereby avoiding payment overdue
* Effective execution of direct marketing programs including written communication internally and externally
* Responsible for preparing written creative and project briefs and running meetings to kick of team including Creative, production, direct mail operations, email development and deployment, data, analytics

## Qualifications for wholesale account executive

* Very hands-on / adaptable to support wherever required
* Creative judgment and consumer focus
* Comfortable with PowerPoint and Excel applications
* Strategic understanding of client objectives and role that direct marketing programs play in achieving success
* Develop and maintain timetable for client projects in conjunction with the other members of team and keep entire team on schedule
* Manage review process with clients and internal team members to ensure concepts are on strategy and meet objectives