

Neuhaus – Retail Application Manager

TO DO

*As **Retail Application Manager**, you'll be responsible for managing and optimizing our Salesforce & Front-end Microsoft ecosystem, ensuring our commercial teams have the right technology to build exceptional customer relationships. You'll use your strong project management and stakeholder management skills to keep everything running smoothly while continuously improving our digital customer platforms.*

- You will be part of the IT team, reporting to the CFO, while acting as a key business partner to the Channel Director and commercial teams.
- You serve as the bridge between business and technology, translating commercial requirements into scalable Salesforce and Microsoft solutions.
- You own and drive the Salesforce application landscape, including Service Cloud, Marketing Cloud, Commerce Cloud (B2B & B2C), Data Cloud and future platform capabilities.
- You define and execute the Salesforce roadmap, ensuring the platform supports business growth, customer engagement and our omnichannel strategy.
- You lead the Microsoft POS ecosystem together with the Retail Application Support colleague within your team.
- You continuously improve customer-facing applications, business processes, integrations and data flows across Salesforce, Microsoft and surrounding systems.
- You manage releases, testing, deployments and external implementation partners, ensuring reliable delivery and alignment with business priorities.
- You identify and implement opportunities for automation, AI-driven capabilities and process optimization across the commercial application landscape.
- You support user adoption through training, knowledge sharing and change management, enabling teams to make full use of platform capabilities and best practices.

TO BE

- You hold a Bachelor's or Master's degree and have at least 5 years of experience as an Application Manager, Product Owner or in a similar role within a commercial environment.
- You have solid Salesforce experience and a strong understanding of its core platform. Experience with Marketing Cloud, Data Cloud and/or Commerce Cloud is considered a strong asset.
- You understand commercial, CRM, customer service and e-commerce processes, and know how to translate business needs into scalable technology solutions that enhance customer experience and business performance.
- You have experience with system integrations and data flows within a broader enterprise landscape, combined with a strong interest in data, analytics and AI.
- You combine analytical thinking with a pragmatic, solution-oriented mindset and enjoy solving complex business challenges.

- You have strong communication and stakeholder management skills and are comfortable working with both business teams and technical partners. You are fluent in Dutch and/or French, with an excellent command of English.

TO OFFER

As you grow, we grow. We offer you an exciting opportunity within a dynamic and forward-thinking organization. The compensation package is highly competitive, reflecting the value you bring to the team. You'll have the chance to showcase your abilities and propel your career to new heights. In addition to these advantages, you'll enjoy a company car, comprehensive insurance plans, and more. The work atmosphere is inspiring, enhanced by the delightful bonus of indulging in some of Belgium's finest chocolate.

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