

Jigsaw Talent Solutions

<https://jigsawtalentsolutions.co.uk/job/sales-director-70k-80k-30k-bonus-b2b-tradeshow-sport-and-outdoor-specialists-london-wfh/>

Sales Director – £70K-£80k +£30k bonus – B2B tradeshow – Sport and Outdoor specialists – London/WFH

Hiring organization
Jigsaw Talent Solutions

Description

This role comes with influence, not just targets.

It's the kind of role people don't stumble across.

They hear about it quietly.

They pay attention.

This is a chance to step into a newly created senior commercial position, on a global stage, working with brands that already know who they are and why they're there.

Employment Type
Full-time,

Industry
B2B tradeshow company

Job Location
London/WFH

Base Salary
£ 70,000 - £ 80,000

Date posted
January 8, 2026

It's not about chasing volume.

It's about shaping value.

If you've spent years building credibility, relationships and judgement, this is where that starts to pay off.

You'd be trusted with the commercial direction of the show.

Given space to think properly.

And expected to lead from the front when it matters.

The conversations are senior.

The decisions stick.

And the impact is visible.

You'll be:

Running the end-to-end commercial engine

Leading complex, high-value partner conversations

Using pipeline data to make smart decisions, not vanity reports

Representing the show at senior industry level, internationally

The show is one of the largest B2B sports, outdoor, and winter trade shows in the world.

It has a 50,000 m² footprint, \$15million revenue and 25,000 visitors a day.

If you know, you know.

So, if you're motivated by scale, influence and doing commercially strong work that actually means something, click apply and let's have a confidential chat.

Who knows where it will take you.

Don't worry if your CV isn't up to date, we can deal with that later.

Oh, I also run a £1k recommend a friend scheme, so please feel free to share with your connections.

Jigsaw Talent Solutions does not discriminate on the basis of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. All qualified applicants are actively encouraged to apply