



**CREATING
THE MOST
ENGAGING
MOTORSPORT.**

OUR VISION

At Racing Unleashed, we're transforming sim racing into a sport, delivering authentic motorsport experiences that are accessible without compromising on performance. Headquartered in Cham, Switzerland, we develop, manufacture, and sell professional-grade racing simulators built in Maranello, Italy, bringing cutting-edge technology and the thrill of motorsport to racers of all levels. Our growing international network of premium racing lounges integrates these simulators into immersive lifestyle environments that bring together technology, sport, hospitality, and premium food and beverage.

Through our RU Esports Series, complemented by professional coaching, data analysis, and performance tracking, we identify and nurture emerging talent. We create a pathway from sim racing toward real-world motorsport that can open doors for aspiring drivers who would otherwise lack access to the sport.

Join us in making motorsport accessible to everyone, everywhere.

Sales Operations Manager (m/w/d) 100%

YOUR ROLE

As the Sales Operations Manager, you will own the end-to-end process for inbound event requests and play a central role in ensuring consistent service quality across all Racing Unleashed Racing Lounges. This is a process-ownership and quality-governance role, not an outbound sales role. We're looking for a structured and customer-focused professional to coordinate requests across teams, strengthen CRM discipline, identify recurring service issues, and turn insights into clear actions, guidelines, and process improvements. You will work closely with Racing Lounge teams, Sales, Partnerships & Sponsorships, IT, and the Product Steering Committee to continuously improve our event products, sales operations, and customer experience.

YOUR RESPONSIBILITIES

- Manage event requests from our different sales channels, including the dedicated mailbox and our website, routing the requests to the respective Racing Lounge teams, to the Partnerships & Sponsorships team, or handling certain event requests directly, including writing the offers
- Define, maintain and continuously improve the process for inbound event requests

- Maintain the cross-functional Quality Management Log, which captures customer complaints and service issues from all lounges and departments, identify recurring patterns, derive regular action items and initiate new guidelines where needed
- Lead the weekly Sales meeting with the Racing Lounge Supervisors, including agenda and minutes
- Manage and continuously improve the CRM , and monitor the CRM governance across users to ensure compliance with defined processes and standards
- Support the Steering Committee (CMCO, CFO, Head of Lounges) on product review and development of new processes
- Drive proactive process Sales process optimization
- Own governance of the event product price list, including coordination with IT for website updates
- Coach Racing Lounges on new event products, including authoring short coaching guides
- Manage complaint handling (e.g., cancellation invoices and related customer cases) with a customer-support mindset

WHAT THIS ROLE DOES NOT INCLUDE

- No outbound sales or account acquisition function

YOUR QUALIFICATION

- Experience in sales operations, customer service, or process/quality management, ideally in a multi-site or hospitality/events environment
- Strong process orientation and ability to define and enforce standards across teams
- CRM experience (Odoo or comparable) and comfort driving CRM process improvement
- Clear, professional written communication for offers, guidelines, and customer correspondence
- Experience running meetings and producing structured minutes
- Service-oriented mindset for complaint and escalation handling
- Fluent in German and English, spoken and written (coaching sessions and meetings are held in English); Spanish is a plus
- Highly reliable and meticulous, with a consistent habit of documenting processes, decisions and incidents

OUR OPPORTUNITY

- Own and shape the end-to-end process for inbound event requests across Racing Unleashed
- Drive service quality and consistent standards across our Racing Lounges
- Improve sales and CRM processes at the intersection of technology, hospitality, and customer experience
- Collaborate closely with lounge teams and cross-functional stakeholders across the business
- Make a visible impact by turning customer and operational insights into lasting improvements

CONTACT

If you have any questions, please feel free to write an e-mail to HR@racing-unleashed.com. Applications can only be considered if they are received via our online process, please only send questions to the above email address.

Apply now

