



Commercial Director

To further expand and professionalise the commercial organisation

Vacancy number: 2020-11976

Location: Culemborg, The Netherlands

Consultant: Gertjan van de Groep & Bert-Jan de Visser

Summary

Our client Assai Software Services B.V. is located in Culemborg. Assai was founded 30 years ago and has established itself as a successful global developer and supplier of document management solutions for complex engineering and construction projects. The company has grown organically and now employs about 50 employees, with sales and support offices in Kuala Lumpur and Abu Dhabi. Up until last year, the organisation was managed by the two owners/founders. In January of this year, a majority of the shares was sold to Vortex Capital Partners and one of the founders will soon be leaving the company. The other founder has the role of CEO and is the frontman of the organisation. The shareholders' focus is on strengthening Assai's international market position by opening new sales and support offices in the US and Russia, among other things. In order to further shape this growth for Assai, we are looking for a Commercial Director.

As Commercial Director, you report directly to the CEO, are part of the MT and regularly take part in meetings with shareholders. You are responsible for developing and implementing the sales and marketing strategy and monitoring all sales activities with a view to achieving short-, medium- and long-term objectives.

Your primary focus is on professionalising and managing the marketing and sales team, whereby you provide structure and make sure matters are in line with the pace at which the organisation is growing. In addition, this position requires you to be commercially active where key accounts and the creation of new business are concerned. In order to optimise the flow from sales to operations, your commercial commitment to product development is indispensable and you participate in the Product Board meetings as well.

For this position, we would like to get in touch with candidates who have completed higher professional education (Bsc) or an advanced science degree (Msc). You have proven yourself as a Commercial Director with extensive managerial and international sales experience, focusing on technical IT or solution-selling. Preferably, you have successfully managed growth in a smaller setting (non-corporate). Having a network in the oil & gas, complex engineering or industrial services industry is an advantage. Competencies that further complete your profile are a down-to-



earth and no-nonsense character, being enthusiastic, proactive, energetic, enterprising, pragmatic and competitive by nature, as well as being an attentive listener.

Assai Software Services

Our client Assai Software Services B.V. is located in Culemborg. Assai was founded 30 years ago and has established itself as a successful global developer and supplier of document management solutions for complex engineering and construction projects. The software that Assai supplies offers unique solutions for the management of document processes and ensures that all stakeholders of a project can interact in a timely and reliable way. The software is primarily a SaaS solution (fully Cloud- and web-based) but can also be installed as an on-site version. Assai serves both larger and smaller players in the oil & gas industry and complex engineering organisations (on- & offshore, construction, public transport, etc.).

The company has grown organically and now employs about 50 employees, with sales and support offices in Kuala Lumpur and Abu Dhabi. Up until last year, the organisation was managed by the two owners/founders. In January of this year, a majority of the shares was sold to Vortex Capital Partners and one of the founders will soon be leaving the company. The other founder has the role of CEO and is the frontman of the organisation, a role that he will continue to fulfil in the coming years. The shareholders' focus is on strengthening Assai's international market position by opening new sales and support offices in the US and Russia, among other things. The goal of considerably increasing revenue over the next five years is a very realistic one, in part due to the international cooperation with some of the biggest software providers that subscribe to Assai, along with increasing existing clients' turnover within their operating companies.

In order to further shape this growth for Assai, we are looking for a Commercial Director.

Visit the Assai website

Commercial Director

As Commercial Director, you report directly to the CEO, are part of the MT and regularly take part in meetings with shareholders. You are responsible for developing and implementing the sales and marketing strategy and monitoring all sales activities with a view to achieving short-, medium- and long-term objectives. At present, your marketing & sales team comprises 6 employees, which is expected to expand to 10 employees over the coming year.

Your primary focus is on professionalising and managing the marketing and sales team, whereby you provide structure and make sure matters are in line with the pace at which the organisation is growing. You take a proactive role in this by optimally managing and guiding people and by developing, improving and directing sales and marketing processes accordingly. You facilitate this



by establishing an effective sales training programme and sales management system.

In addition, this position requires you to be commercially active where key accounts and the creation of new business are concerned. You move effortlessly between all levels within large international organisations (multilevel stakeholder management).

You are partly responsible for ensuring that coordination with other departments transpires efficiently. For example, with the team of consultants that is responsible for the inventory, configuration, implementation and training on behalf of the client following the sales process. In order to optimise this flow from sales to operations, your commercial commitment to product development is indispensable and you participate in the Product Board meetings as well.

Who are we looking for?

For this position, we would like to get in touch with candidates who have completed higher professional education (Bsc) or an advanced science degree (Msc). You have proven yourself as a Commercial Director with extensive managerial and international sales experience, focusing on technical IT or solution-selling. Preferably, you have successfully managed growth in a smaller setting (non-corporate). Having a network in the oil & gas, complex engineering or industrial services industry is an advantage.

You have broad experience in setting up, monitoring and optimising a commercial organisation, with respect to both processes and people. You set priorities and challenging goals and know how to steer these in the right direction and report on them. You have a result-oriented, hands-on commercial attitude. It is crucial that you are constantly striving for a balance between the requests of clients and the organisation's objectives. This often calls for patience and perseverance given the, at times, lengthy projects.

Competencies that further complete your profile are a down-to-earth and no-nonsense character, being enthusiastic, proactive, energetic, enterprising, pragmatic and competitive by nature, as well as being an attentive listener. You are empathetic and above all, an inspiring personality who is capable of motivating others and exerting a positive influence on them.

Regular international travel is part of this position (approximately 20% of your time). You have excellent command of the English language, both spoken and written.

What does our client offer?

A highly versatile management position in a company with a strong market position and an innovative character. You will be working in an organisation with a family culture that is on the move. Result-oriented thinking and team spirit, all interwoven with professional expertise. An organisation that offers the right candidate a great deal of scope and freedom. The company is entering a new phase with engaged and committed shareholders. Assai is looking for a candidate



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who is willing to make a mutual commitment and who is interested in committing to this organisation for a longer period of time. In addition to a competitive employment conditions and benefits, there is also the opportunity to actively participate.

Contact

If you are interested in this position please click the button below.

Apply for this position

For more information please contact the consultant in charge Gertjan van de Groep or Bert-Jan de Visser.

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