



Manager Sales & Marketing

Drive Change - International - Capital Equipment

Vacancynumber: 180094

Location: North-western part of the Netherlands

Consultant in charge: Anco de Graaf

Summary

Manager Sales & Marketing

Our client, located in the north-western part of the Netherlands and with approximately 100 FTE and turnover of €70M, is the leading world player in the industry to which they deliver. The company is part of an American concern and has a very strong international character of its own. Within our client's distribution area, the demand to supply new machines into new process lines continues to grow. It is important within this market to be visible, make personal contact and be technically up to date. In order to meet upcoming and new market demands, we are looking for a Manager Sales & Marketing.

As Manager Sales & Marketing, you are responsible for developing a sales and marketing strategy to be able to meet and achieve the ambitious growth plan that has been formulated. You are responsible for the development of new distribution markets as well as for scaling up the sales within an international setting. You manage a sales team of approximately 25 employees. The commercial organization is managed in geographical areas by area sales managers who are generalists. The company is considering changing to market segment sales. In this role you will be asked to review the current commercial structure, make recommendations with regards to change and then implement them together with a comprehensive marketing plan which will help the company meet their ambitious goals. You are part of the MT and will report to the Operations Director.

You have completed a technical programme at BSc. level (preferably Mechanical Engineering); Academic level is a plus. You have at least 10 years of relevant sales experience in (heavy) machine construction or a related business, combined with knowledge of or experience in the process industry. You have good communication skills and are able to lead a commercial organisation, to motivate them and, where needed, reorganise or alter the organisation. You are entrepreneurial and have broad international experience.



Our client

Our client, located in the north-western part of the Netherlands and with approximately 100 FTE and turnover of €70M, is the leading world player in the industry to which they deliver. The company is part of an American concern and has a very strong international character of its own. The expectation is that the current growth will continue to be strong in the coming years. The need of the niche market to which our client delivers is growing significantly. Within our client's distribution area, the demand to supply new machines into new process lines continues to grow. It is important within this market to be visible, make personal contact and be technically up to date. In order to meet upcoming and new market demands, we are looking for a Manager Sales & Marketing.

Manager Sales & Marketing

As Manager Sales & Marketing, you are responsible for developing a sales and marketing strategy to be able to meet and achieve the ambitious growth plan that has been formulated. You are responsible for the development of new distribution markets as well as for scaling up the sales within an international setting. You manage a sales team of approximately 25 employees, consisting of area sales managers, sales support and aftersales staff. You are able to translate the customer need into appropriate comprehensive solutions, taking into account (technical) content, planning, budget and delivery terms. You maintain an up-to-date overview of active quotes, prospects and leads.

Currently, the commercial organization is managed in geographical areas by area sales managers who are generalists. The company is considering changing to market segment sales as the needs for each market are very different and can no longer be met by generalists. This will also be true for our extensive network of agents. In this role you will be asked to review the current commercial structure, make recommendations with regards to change and then implement them together with a comprehensive marketing plan which will help the company meet their ambitious goals. In this position, you are part of the MT and will report to the Operations Director.

Who are we looking for

You have completed a technical programme at BSc. level (preferably Mechanical Engineering); Academic level is a plus. You have at least 10 years of relevant sales experience in (heavy) machine construction or a related business, combined with knowledge of or experience in the process industry.

You are an experienced Manager Sales & Marketing with knowledge of capital equipment. You have good communication skills and are able to lead a commercial organisation, to motivate them and, where needed, reorganise or alter the organisation. You are entrepreneurial and have broad international experience.

You are driven and results oriented and have a proven track record in consultative selling. You are



strong in setting up concepts, have ample experience with harnessing a marketing strategy. You have a solid vision in expanding and managing a network of agents. In addition, you have experience in the area of commercial contracts.

You have outstanding social skills, so that you can communicate both internally and externally at diverse levels and can get things done. You are fluent in English and a second language, both written and spoken. Mastery of a third language is a plus. You are also prepared to travel regularly.

Above all, you are a born Sales Leader and have experience in managing and guiding a commercial team. You are transparent and determined with respect to achieving goals and make maximum use of the knowledge and experience available in the international organisation.

Our client offers

A challenging management position with a successful, internationally recognized machine builder. This position offers the right candidate opportunities within the organisation. The client offers good primary and secondary employment conditions.

Contact

If you are interested in this position please click the button below. For more information please contact the consultant in charge Anco de Graaf.

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