

Business Development Manager Packaging

Consumers are becoming increasingly critical of packaging material. This ought to be good news for steel, since it is more sustainable than plastic, cardboard or glass. For instance, it is easy to separate – because it's magnetic – and therefore completely recyclable. This is what makes steel the packaging material of the future. Still, the public perception tends to disagree. In order to change that image, Tata Steel has created the position of Business Development Manager Packaging. He/she will show FMCG, retailers and consumers that steel is the most sustainable solution, on top of its huge range of design possibilities.





A NICE WORKING ENVIRONMENT

Tata Steel's corporate culture is open and informal. Everyone's door is always open, not just in the figurative sense. Tata Steel gives its people a considerable amount of freedom and autonomy, and always stimulates creativity and own initiative. Additionally, because of the size of the company and its international scope, there are plenty of career opportunities and chances for both personal and professional development.

Global leader

Tata Steel is one of Europe's largest steel companies. On a yearly basis, Tata Steel produces, processes and distributes 12 million tons of high quality steel. For the construction industry, the automotive industry and the aerospace industry, to name a few examples. The company's customers are very demanding and opt for Tata Steel due to the high standard of quality of its products.

Tata Steel is a large, international player. The company excels in the way it approaches the market. Tata Steel has strong, longstanding partnerships with its customers, for instance in coordinated efforts towards the development of innovative solutions. The company is a frontrunner in value creation and responsible entrepreneurship.

A pleasant work environment with freedom for the individual

Tata Steel Europe employs a total of 21,000 people. 9,000 of them work in IJmuiden and are proud to say that they do. This is evident from polls in which Tata Steel scores very high when asked about the quality of the employer. In 2017, the company ranked second on the list of MT 500 showcasing the best companies in The Netherlands. The fact that you see Tata Steel's products everywhere, giving it a high degree of relevance, is one of the reasons employees mention when asked the question.

“When I explain to people what it is that I do, I tell them I work on products they encounter on a daily basis, for instance in the supermarket. Whether it concerns soup, soda, or vegetables, more often than not, it's packaged in our steel.”

– Burak Kalkan, Marketing Manager

Protact:

Revolutionary packaging material

Whereas Tata Steel used to solely focus on the production of high quality steel for its customers, now the company also pays close attention to consumer trends and the development of innovative solutions to benefit our society. A recent example of just that is the development of [Protact](#), an innovative idea that will shake the packaging industry to its very core.

Protact is a new type of steel with a multi-layered polymer coating specifically developed for packaging food. Traditionally, cans are coated with a layer of varnish. A rather intensive, environmentally unsound process. Thanks to the polymer coating on the packaging material, this process has become redundant. This doesn't just make 'can making' easier, it is also beneficial to food safety, it's more energy efficient, it's quicker, more compact and the material is infinitely recyclable without loss of quality.

Moreover, Protact offers considerable upsides for brand owners (FMCG) and retailers. The material provides them with more freedom to design creative packaging concepts and it makes it both easier and more cost-efficient to quickly market new designs and shapes, even if volume is limited.

"We've reinvented steel as a packaging material. We've shown it can be expressive, unique and premium grade, allowing it to make a difference in the homogenous canned food category."

– Liselotte Tingvall, Head of Insight & Innovation van Grow

OUTSTANDING ACHIEVEMENT AWARD

In collaboration with design agency Grow, Tata steel has designed a unique, futuristic type of packaging. The design recently won the [Outstanding Achievement Award](#) during the Dieline Awards 2018.

BUILDING A STRONG CONNECTION

The Business Development Manager Packaging will start talks with brand owners and retailers, during which he/she will develop long-term relationships on various levels and with various disciplines. Examples are packaging specialists, category managers and product managers.

Vacancy

Business Development Manager Packaging

The position of Business Development Manager Packaging (hereafter: Business Development Manager) is newly created at Tata Steel, of which the most important responsibility is the further expansion on Protact's commercial success and future innovative steel solutions; and more generally the improvement of the perception of steel as a packaging material and Tata Steel as an innovative, consumer-driven organization.

"The Business Development Manager will be offered a truly unique position and will find him or herself in uncharted territory. Amongst our 9,000 people, this person is truly one of a kind. This position is tailor-made for someone adventurous and self-confident. Someone who takes control and makes the position his or her own."

– Edwin Reij, Teamlead Experienced Hires

Building a strong connection with brand owners and retailers

In the traditional process, Tata Steel sells its product to the 'can makers', they reshape the steel into cans and fill them up. Afterwards, they sell the cans to brand owners and retailers. That's why Tata Steel used to focus her commercial approach on the can makers.

It's up to the Business Development Manager to convince brand owners and retailers, a target group new to Tata Steel, of the advantages that come with Protact. After all, that's where the packaging decision lies. Brand owners and retailers are constantly looking for ways to present their product in a more attractive manner and Protact offers them the possibility to be creative in form, design and print. In order to present Protact convincingly, the Business Development Manager formulates a concrete value proposition for every client.

De vacature

Business Development Manager Packaging

Then, the Business Development Manager sets up talks with brand owners and retailers in which he/she generates enthusiasm at the right levels and in the appropriate disciplines, for instance packaging specialists, category managers and product managers. This helps the Business Development Manager in developing long-term relationships. Ultimately, the objective is to convince brand owners and retailers of the advantages of Protact in such a way, that 'can makers' will eventually start asking for this product themselves.

Internal cooperation

The Business Development Manager is part of Steven Dijkstra's team, who's the Head of Marketing Packaging, Distribution & Integrated Businesses. He/she will be part of the marketing team focused on packaging. This team is comprised of two Marketing Managers, two Marketing Project Managers and three experts in Marketing and Communication. Besides them, the Business Development Manager also works together closely with marketing teams from other sectors: technical, R&D, production and sales.

This position is of a rather international nature. Tata Steel's customers are located all over the world: from the United States, Rio de Janeiro, Johannesburg and Tokyo to locations all throughout Europe. The Business Development Manager frequently visits these clients.

"Early on in your career at Tata Steel, you will get a considerable amount of responsibility and you'll be involved with important strategic projects. When you excel, this will not go unnoticed in this environment. That makes it a perfect jumping off point for the future of your career."

- Steven Dijkstra, Head of Marketing Packaging, Distribution & Integrated Businesses

ERVARING

- University degree
- 7+ years experience, preferably at least 3 of which in FMCG/ Food
- Insight into how packaging decisions can be made in FMCG and Retail
- Experience in business development
- Experience in project management
- Experience in a technical B2B environment is preferred
- Willing to travel (20%)

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- Commercial
- Independent
- Shows initiative
- Proactive
- Empathetic
- Builds relationships
- Creative



“We’re still a steel producer, like we’ve always been. But we’re also so much more than that. We are thought provoking and have a clear vision for our industry and our society.”

Interview with Steven Dijkstra, Head of Marketing Packaging & Integrated Businesses

Steven Dijkstra is Head of Marketing, Packaging, Distribution & Integrated Businesses at Tata Steel and he’s responsible for the development and implementation of the marketing strategy and for the market-driven way of thinking about new product development. Examples of product groups Steven focuses on are canned goods, aerosol containers and paint cans. He started at Tata Steel in October 2000 and since that time he’s held several commercial roles in marketing, sales, strategy and business development.

Steven notices a break in the trend currently going on at Tata Steel. **“We used to be an out and out production business. This is no longer the case. Marketing is increasingly becoming an essential discipline. We develop innovations aimed at the consumer, at our society. We’ve become much more daring in our endeavors. We communicate a lot quicker about our ideas.”**

With competition heating up in China and India, our strategic choice for innovation is a no brainer. The company wants to remain a frontrunner.

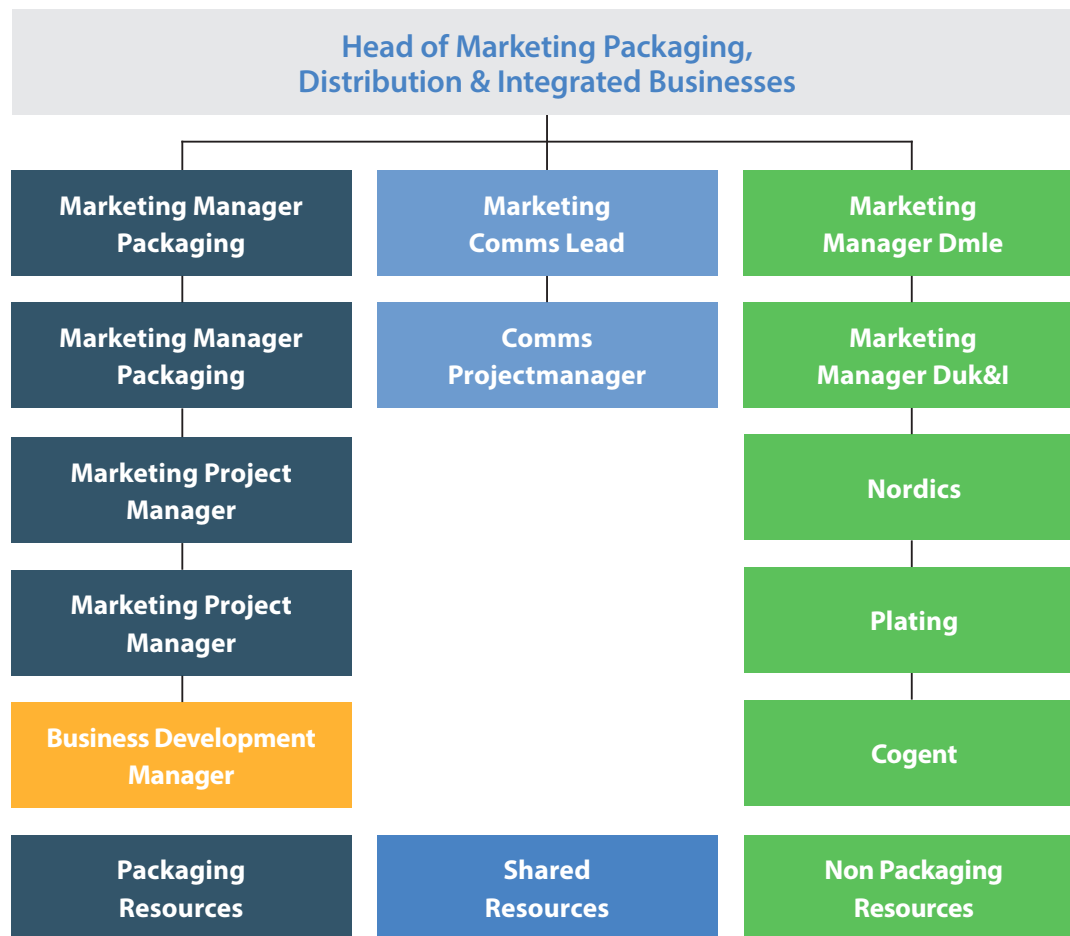
“In order to have a clear vision pertaining to the consumer, it’s essential to really understand the customer. This is what marketing is tasked with: identifying exactly what customers need now and in the future and converting this into tangible concepts.”

Protact is an excellent example of an innovative concept, originating from a profound understanding of the end-user. Steven talks about it passionately. But when we

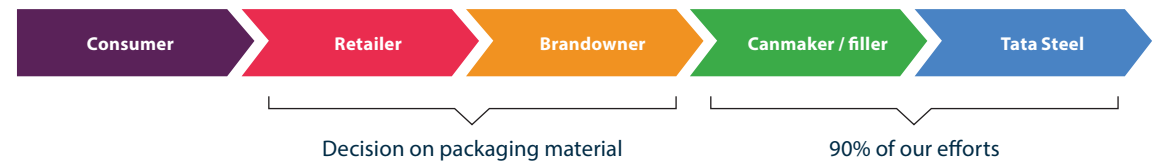
ask him what he’s most proud of, there’s no doubt in his mind. **“Mobile can making.”**

Mobile can making doesn’t exist just yet. It’s a vision, a plan. **“The concept works as follows: two trucks with which we can both produce and fill up cans on location. This would be a gigantic leap forward in addressing global famine. What many people don’t know, is that nearly half of the crops rot away before proper harvesting and processing can take place. It’s especially crucial to be able to sterilize at the scene. This takes out the time factor and ensures the product doesn’t perish too quickly.”**

The way Tata Steel has engaged this idea, is indicative of the company’s new approach. **“We’ve communicated this vision far and wide. Search YouTube for ‘[Mobile Can Making Tata](#)’, and you’ll find a clear and concise video explaining the idea. Even when we don’t know exactly how to go put this idea into practice. There is however no doubt in our minds it’s possible and we are determined to make it happen. Because we’ve started communicating about it at this early stage, companies are already approaching us to find out how they can contribute. Isn’t that great? That’s why I’m so proud to part of this project, both for what it means for Tata Steel as well as for what it could mean to the world.”**



The packaging steel value chain



Progressive brandowners:

Develop differentiated cans to compete with other packaging materials

- 1 Differentiation in shape, design and prints
- 2 Flexibility – relatively small volumes
- 3 Focus on shelf appearance
- 4 Collaboration
- 5 Competition - Competing materials

Conservative canmakers:

Optimise existing cans to reduce cost

- 1 Standardisation in can design
- 2 Stability - focus on large volumes
- 3 Focus on can cost reduction
- 4 Internal optimisation
- 5 Competition - Other steel suppliers

Intensified brandowner collaboration is needed to influence the packaging material decision



Contact

Tata Steel works with Top of Minds to fill this vacancy.
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