



#VACANCY

BUSINESS DEVELOPMENT

SALES

**bolsius**

## INTERNATIONAL BUSINESS UNIT MANAGER

Bolsius' candles make millions of homes comfy, cozy and exquisite. The company plans to become the leading brand in candles. The International Business Unit Manager is crucial in realizing those ambitions. He/she owns the P&L of a set of key European markets, takes strategical and tactical decisions to boost sales and professionalizes the sales organization. That gives him/her the unique opportunity to combine conceptual strategy with the day-to-day energy of leading teams.

# ABOUT

# BOLSIUS

**B**olsius, a Dutch company founded in 1870, combines the best of two worlds: an entrepreneurial family-owned business and a highly professional and international culture. Bolsius' top quality products are sold in over 50 countries worldwide and follow the latest trends in home decoration, allowing people to create a unique and contemporary style. The company's offerings range from simple nightlights to elegant dinner candles.

## THE MAGIC OF THE FLAME

Candles are there to add a little magic to moments in our lives. They bring people together in love and friendship and have the effect of offering hope and comfort in times of sadness. They bring warmth and coziness to your home and set the mood for a romantic meal at a restaurant.

Over the past few years the market for candles has seen major developments. The category combines chemical science with a fashionable flair. New players entered the industry and consumer taste shifted to luxurious and high-quality products. That resulted in today's complex, dynamic and intriguing landscape with plenty of growth opportunities. By focusing on their core – decorative candles – and broadening their product range, e.g. with home fragrance, Bolsius plans to capitalize on these opportunities and continue on their strong growth trajectory.

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# INTERNATIONAL BUSINESS UNIT MANAGER

The International Business Unit Manager is the driving force behind Bolsius' increasing international sales. He/she is tasked with doubling the size of the business in the United Kingdom, Scandinavia, and Italy. The International Business Unit Manager owns the P&Ls for these regions, decides on strategic investments and resource allocations and leads the local sales organizations (about 15 fte).

## GROWTH STRATEGY

The International Business Unit Manager develops the growth strategy for his/her markets and manages its local execution. He/she invigorates Bolsius' propositions by bringing in strategic category and shopper marketing thinking. The International Business Unit Manager introduces a new approach to sales. One that revolves around building the category and adding value by establishing a strong connection between Bolsius' products and the challenges of each individual brand and retailer.

*“The International Business Unit Manager is able to deliver our propositions credibly and convincingly, with a good feel for cultural differences. He/she has the ability to excite our clients and our sales teams.”*

**CASPER SCHOENMAKERS,**  
COMMERCIAL DIRECTOR  
WESTERN EUROPE

The International Business Unit Manager not only develops strategy, he/she also manages the implementation. With his/her P&L ownership, the International Business Unit Manager has the responsibility to allocate resources optimally. He/she decides e.g. which markets to invest in, what type of clients to focus on, which channels and countries to go after first (for example retail, out of home or online), and how to build scale across geographies.

### LEADING THE INTERNATIONAL SALES ORGANIZATION

The International Business Unit Manager heads a team of about 16 local sales professionals with 10+ years of experience (4 in the UK, 5 in Italy, 4 in Scandinavia, and 3 in Schijndel focusing specifically on export). He/she guides the teams in adopting a new way of working. That requires a strong focus on people development and the ability to lead by example. The International Business Unit Manager travels regularly to each of the local offices to have face-to-face interactions and be personally involved with the biggest accounts.

The International Business Unit Manager also works closely with Trade Marketing, Customer Service and Finance. The International Business Unit Manager connects them to the local sales professionals and builds one integral team across function and geography that cooperates effectively and works towards a shared vision.



SCHIJNDEL

### PROFILE

- University level education  
10+ years of work experience
- Experience in retail and trade marketing
- International experience is a plus, especially in the UK and/or with account management.



# CONTACT



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