



Director Sales Development

Kramp, Europe's leading agricultural parts wholesaler, is undergoing an impressive transformation from B2B wholesaler to high-end e-commerce player. The Director Sales Development will guide the commercial organization through this transition, both centrally and regionally. It's a complex, strategic role that brings Kramp's trusted sales approach and digital innovation together.

For whom?

- 10+ years work experience
- Sales
- E-commerce
- International
- 25% travel (post-Covid)

About Kramp

Kramp is the largest agricultural wholesaler in Europe, with a product range boasting more than 500,000 different parts. Kramp has every bolt and nut you could ever need, and if you order it today, the delivery driver will be at your door the very next morning. It's that kind of dedication to the customer that guarantees no customer has to worry about downtime, making Kramp the ultimate one-stop-shop for every agricultural dealer.

But Kramp is so much more than just a parts supplier. Digitization and e-commerce have been the key to Kramp's growth and success since 2001, when Kramp launched their initial B2B e-commerce solution. Continuous innovation around services and digital solutions has helped Kramp earn a leading role in the market and become the preferred partner for the European dealer network.

Kramp continues to see strong growth, year after year, both organically and through strategic acquisitions. With 10 distribution centers, 24 sales offices across Europe, and more than 3,000 employees, the company reported nearly € 900 million sales in 2019 and has a strong plan in place to break the €1 billion mark soon. As a leading, innovative player in this rock-solid niche, Kramp is perfectly positioned to make that ambition a reality.

"Kramp still feels like the startup we were 70 years ago. Our company culture is down-to-earth, open and collaborative. We have the ambiance of a family business and the international success of a large multinational." – Eddie Perdok, CEO





#VACANCY

Director Sales Development

The Director Sales Development is one of the driving forces behind Kramp's growth plan and continuously challenges our way of thinking by introducing new ways of working focusing on strategic issues like new channels, new propositions and new operating models.

The Director Sales Development will act as a link between the off and online worlds. They understand the dynamics of relationship building and can proactively collaborate to make life easier for dealers. They'll also be simultaneously making the move towards smart, digital solutions that can strengthen the offline relationship. The Director Sales Development will do that while keeping a strategic view of the industry: how will interactions in the value chain change in coming years and what role can Kramp play to continue adding as much value as possible for their customers.

“The Director Sales Development will largely determine what our commercial organization will look like in a few years. It's a complex, strategic role with tremendous breadth and depth.”

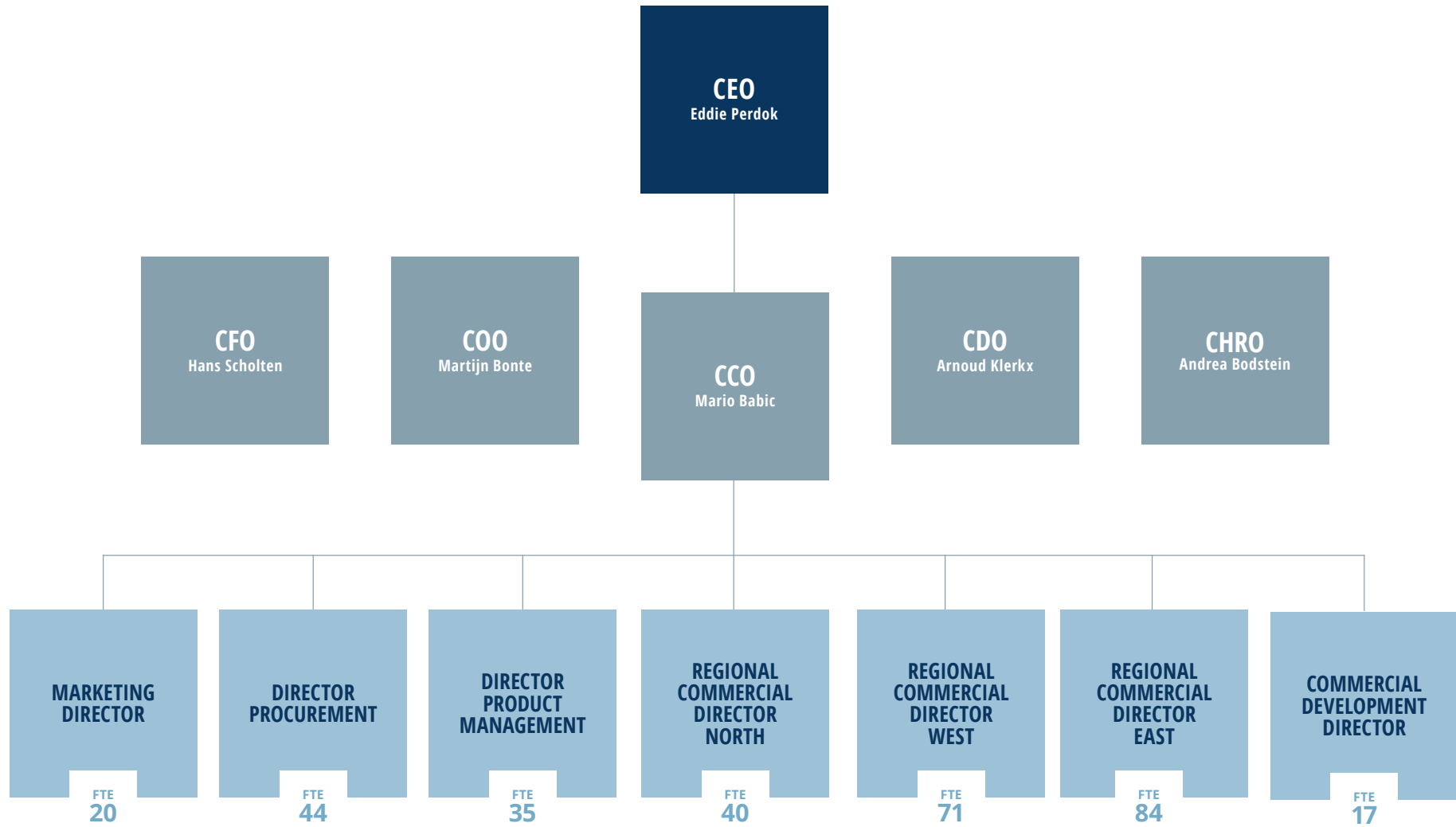
– Mario Babic, Chief Commercial Officer

The large department headed by the Director Sales Development is split into two segments. One is operations and sales excellence. These teams focus on issues like process improvement,

international harmonization, reporting and the Sales Academy. The other is charged with stimulating long-term topline growth in countries where Kramp is active. That includes things like developing new segments and propositions, fostering collaboration between regions and building strategic partnerships with major tractor manufacturers like John Deere, for example.

The Director Sales Development will have close, regular contact with the Region Commercial Directors and will co-create together the long-term strategic commercial direction. The Director Sales Development will focus on optimisation of the current structure and develop new initiatives across the organization. As a member of the international Sales Management Team, the Director Sales Development will also work closely with colleagues in the Sales MT and the CCO.







Interested?

Kramp works with Top of Minds to fill this vacancy.
Contact Janko Klaijzen for more information.

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