

## JOB PROFILE

# Director of Digital Technology

## FOR WHOM?

- 8+ years of work experience
- Technology consulting
- B2B
- E-commerce
- Experience in leading development teams

 Utrecht  8 years of work experience



**The Director of Digital Technology at Kramp (Europe's leading agricultural wholesaler) will provide operational leadership for the Kramp Hub: an autonomous entity full of developers, architects, and product managers. They will be the link between technology and business and take the lead in Kramp's digital transformation. This is a role with significant impact and enormous growth potential.**



## About Kramp

**Kramp is the largest agricultural wholesaler in Europe, with a product range boasting more than 500,000 different parts. If you order today, the delivery driver will be at your doorstep the very next morning. It is just that kind of dedication that guarantees no customer has to worry about downtime, making Kramp the ultimate one-stop-shop for every agricultural dealer.**

Kramp is so much more than just a supplier of parts. 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 a place as the digital leader for the rest of the industry.

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 3,500 employees, the company reported nearly €900 million in sales in 2019. The company has a strong, digitalization-focused plan in place to break the €1 billion sales mark soon. As a leading, innovative player in this rock-solid niche, Kramp is perfectly positioned to make that ambition a reality.

# Director of Digital Technology

Over the past few years, Kramp has made huge strides. They have completely upgraded their digital channels, including the online store, transforming them into self-built, state-of-the-art systems that include AI functionalities.

The Kramp Hub is the driving force behind that digital innovation. It is a separate (and fast-growing) entity that employs around 40 techies, based in the heart of Utrecht. The Hub works for Kramp and the international e-commerce platform Maykers, as well as other strategic partners. The new Director of Digital Technology will be the operational lead for the Hub, and that includes responsibility for P&L, and will act as the direct supervisor for the Hub team of architects, developers, and product managers. They will report directly to Alexander Ketelaar, Managing Director of the Kramp Hub & Maykers, with a dotted line to Chief Digital Officer Arnoud Klerkx.

The Director of Digital Technology will be one of the drivers behind Kramp's digital transformation. The digital channels have already been revamped, so their focus will be on the next phase: replacing underlying systems, including things like order registration. The Hub's focus is increasingly interlinked with the business side, so it will be up to the Director of Digital Technology to make the connection between

the technically driven Hub in Utrecht and the agricultural wholesale business in Varsseveld. Content will be their main tool for bringing both elements together – moving with Kramp without losing that unique Hub culture.

Delivery will be another important objective for the Director of Digital Technology. They should be able to set clear priorities with an explicit focus on business impact. That perspective will allow them to align Kramp's needs (including digital commerce, marketing, and sales) with the opportunities technology has to offer. It requires strong strategic skills and a solid understanding of both disciplines.

The position offers the right candidate an excellent opportunity to shape the digital transformation at an international B2B powerhouse. The Director of Digital Technology will have a broad scope that will continue to grow in the years to come. They will be working both at a strategic level as well as on practical delivery. It is a wide-ranging, challenging position with tremendous growth opportunities. ■

## Interested?

Kramp works with Top of Minds to fill this vacancy. For more information contact Hayke Tjemmes at [hayke.tjemmes@topofminds.com](mailto:hayke.tjemmes@topofminds.com)



**“Kramp still feels like the start-up we were 70 years ago. We have the ambiance of a family business and the international success of a large multinational.”**

Eddie Perdok, CEO