



VACANCY

Managing Director Benelux

Requirements

- Over 8 years of experience in Sales & Marketing (B2C and B2B)
- Experience with digital commerce, e.g., e-commerce, digital marketing, omni-channel, and platform sales
- Analytical
- Leadership experience
- Passion for sports and healthy lifestyle
- Affinity with technological innovation

Utrecht Minimum of 8 years' experience

Polar is a successful international producer of wearable sports technology. The Managing Director Benelux will capitalize on an industry with tremendous growth potential for their markets. They will lead the team, generate new business, and build a strong B2B sales and marketing organization.





ABOUT THE COMPANY

Polar

Whether it is to help professional athletes maximize their performance or empower others to improve their overall health, Polar's heart rate monitors, fitness trackers, and GPS sports watches enable everyone to get the most out of their training. The company's scientifically validated equipment is the golden standard in sports and health. Many professional athletes and some of the biggest teams in the NFL, NHL, NBA, and European football use it. In the Netherlands, Ajax is one of the clubs that applies Polar's technology to track players' movements and gather data in real-time.

Technology and design are the basis for success. In essence, Polar is a research company with its own manufacturing capacity. From the first idea to at-scale production, the company is the only one in its industry to cover the entire value chain. All of Polar's training technology is built on innovative sports medical research. The company employs experts in technology, physiology, and data science who carry out groundbreaking studies in the field of wearables and physical activity and are actively involved in research collaborations around the world.

Polar – headquartered in Finland and privately owned – has 18 subsidiaries, supplies over 35,000 retail outlets in over 80 countries, and employs 1,200+ people worldwide. They sell their products directly to consumers through online platforms such as Amazon, Coolblue, bol.com, and specialized retailers. Polar's B2B activities focus on e.g., gyms and sports clubs, partnerships with large corporations, and components they sell to manufacturers of treadmills, exercise bikes, and the like.



VACANCY

Managing Director Benelux

The Managing Director Benelux will be responsible for growing Polar's business in one of its key markets. They will lead the entire Benelux organization consisting of about fifteen FTE focusing on Sales, Marketing, and Finance and located in Utrecht and Dendermonde (Belgium). The Managing Director Benelux will build an integrated Benelux team rallied behind a shared vision. They will also be responsible for the P&L, boost sales, keep costs in line, and provide commercial drive and leadership. The Managing Director Benelux will report to Polar's Executive Vice President of Global Sales.

A key responsibility for the Managing Director Benelux is to increase B2B sales, which currently make up about twenty percent of total revenue. This transformation requires them to identify and develop new strategic business opportunities and build a B2B-oriented marketing and sales organization with shared targets and actions. When boosting B2B revenue, the Managing Director Benelux can leverage Polar's strong brand name and existing relations with e.g., local health clubs, sports teams, and large corporations.



The Managing Director Benelux will execute the global marketing and sales strategy to establish Polar as the category leader in the Benelux market. They will follow a digital and community marketing approach to drive awareness, create demand, and sell products and services to consumers and B2B clients. As P&L owner, the Managing Director Benelux will also be in charge of financial planning processes such as budgeting, financial reporting, and target setting.

What makes the position especially interesting is that the Managing Director Benelux will combine team leadership with spearheading Polar’s sales efforts. With a creative and fact-based analytical approach, they will build strong relationships with major customers, connect the team to new business opportunities, and bring in new clients. Being heavily client-facing, the Managing Director Benelux will have to be an energetic leader with strong people management skills who leads by example and can enthuse clients and colleagues alike. ■



Interested? Polar has appointed Top of Minds to fill this vacancy. To express your interest, please contact Janko Klaijsen at janko.klaijsen@topofminds.com.



“International collaboration is a key part of the role. They will tap into our specialized hubs to leverage our global expertise, feed our central product developers with insights on desired features, and cooperate with other Managing Directors to apply best practices.”

Eric Chouhmat, Executive Vice President of Global Sales