



VACANCY

Commercial Director of Violation Management

Requirements

- Minimum 10 years of work experience
- Proven experience in Business to Government sales and/or business development
- Experience with tenders
- Excellent interpersonal, communication and leadership skills
- Result oriented and customer focused

 Amsterdam  Minimum of 10 years experience



Verra Mobility provides global outsourcing solutions for smart mobility: connecting people, tech, and data. The company wants to expand with new clients and develop adjacent solutions for existing clients in their violation handling business. Verra Mobility is now hiring a Commercial Director Violation Management to lead the expansion of its footprint in the European market.



ABOUT THE COMPANY

About Verra Mobility

Verra Mobility (NASDAQ: VRRM) focuses on making life safer, easier, and more connected for their customers and the communities they serve. As a global leader in smart transportation, they connect people, technology, and data across the smart mobility ecosystem. Their customized technology solutions solve complex transportation challenges.

Verra Mobility's Government Solutions customers consist of municipalities, school districts, and other entities. They install, maintain, and manage leading technology that positively impacts driver behavior and enhances road safety. Examples include red light, speed, and bus lane cameras. Verra Mobility provides their Commercial Services customers (including rental car companies, fleet management companies, and large fleet operators) with technology to help them manage tolls, violations, and vehicle registrations, as well as outsource the collection of drivers' parking fines.

Verra Mobility has a large US presence and established its European Headquarters in Amsterdam. Between their offices in Madrid, London, Paris, and Budapest, they serve many customers in the Tolling & Violation Management industry. The Commercial Director of Violation Management leads the effort to





expand their European market footprint, servicing and attracting new government agencies in Europe. An example is Transport for London. For this client, Verra Mobility empowers the Greater London Authority to enforce the Low Emission Zone by processing all violations of foreign-registered vehicles. There is huge potential for Verra Mobility to expand its services in the Violation Management domain, hence the company is hiring a dedicated Commercial Director of Violation Management.





VACANCY

Commercial Director of Violation Management

The Commercial Director of Violation Management is responsible for attracting new business and managing the key client relationships for Violation Management throughout Europe. While Verra Mobility's market share is already substantial with several big clients, they are now looking to expand their footprint.

The Commercial Director will find new customers for existing products or take the lead in developing adjacent products for existing customers. They will use networking skills and market research analysis to identify new market opportunities. The primary goal is to define the high-growth sales strategy and execute it. The Commercial Director is responsible for achieving and/or exceeding sales targets while protecting the bottom line by ensuring strong margins in line with the Annual Operating Plan.

The Commercial Director will be the most senior primary contact for major customers. The Commercial Director maintains strong relationships with customers and effectively addresses their needs. They will onboard new clients,



exercise problem-solving skills, implement ideas for improvement, and ensure timely reports, information, and updates are provided. The role will take leadership over the business development, sales, and account management team dedicated to violation management and works with other stakeholders within Verra Mobility to ensure client needs are met accurately and promptly.

The Commercial Director of Violation Management is in charge of further building and managing a high-performing sales team over time. This person reports to the General Manager Europe, Tsjerk-Friso Roelfzema. As the overall European commercial business leader for Violation Management, the Commercial Director participates in the European Management Team. The role is based in Amsterdam.



Interested? Verra Mobility has appointed Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com.



“Someone with the right skillset and strong commercial experience can really drive the business forward in this role. We expect to tap into the enormous potential by setting and executing the right strategic priorities.”

Tsjerk Roelfzema, General Manager, SVP Europe