



VACANCY

Commercial Director

Requirements

- Over seven years of experience in Sales
- Customer and brand-centric background (e.g. Hospitality, Food, FMCG)
- B2B2C experience
- International background
- Leadership experience
- Willingness to travel

Amsterdam Minimum of 7 years experience



Original Beans is Europe's leading craft chocolate brand and pioneer of a regenerative value chain model. As they grow some of the world's rarest and fairest cacaos and produce fine chocolate, they combat deforestation, protect biodiversity and fight poverty. The Commercial Director will co-lead and scale up the company, and help make the world a better place.



Over Original Beans

At first glance, Original Beans may seem like 'just' a scaleup that makes one of the best chocolates in the world. They use the rarest cacao beans sourced from deep in the rainforest. Their products have won many awards and are used by renowned international chefs and some of the best food companies. But Original Beans is also as a nature conservation business. Philipp Kauffmann, a WWF conservationist, founded the Amsterdam-based company in 2008 to produce chocolate that is as delicious as it is regenerative for people and the planet.

Original Beans aims to replenish the resources usually destroyed by the cocoa industry as well as others. That's why they created the One Bar: One Tree program. The company grows trees per chocolates sold, which adds up to millions of trees planted to date. Original Beans operates a climate-positive supply chain that involves thousands of local growers in Africa and the Americas. Together they preserve nature, protect the climate, fight poverty, nurture health and eliminate waste.

“We want to allow future generations to experience nature as we do today. Or even better: as we did decades ago. We regenerate the rainforest, protect biodiversity, and pay a fair price for our cacao, tripling the income of local farmers.”

– Philipp Kauffmann, Founder & CEO of Original Beans

Original Beans sells its products to hotels and restaurants, as well as pâtissiers, icemakers and bakers, and to consumers through premium retail chains. The scaleup’s key markets are in the DACH region, the UK, France, The Netherlands and the US. Now Original Beans wants to expand its presence and double revenues over the next three years, organically and through acquisitions. This large scale exposure will help increase their preservation efforts and support of local communities.





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Commercial Director

The Commercial Director will be responsible for the commercial scaling of Original Beans, drive revenue growth and increase visibility and brand awareness. They will leverage a top-quality product with lots of personality and an inspiring story. The Director will lead and grow the Commercial team of currently twelve Sales and Marketing professionals who are responsible for specific markets. They will report directly to the board (CEO and CFO) and frequently interact with their senior management peers. In time, the Commercial Director could be eligible for equity remuneration.

Developing and implementing the commercial strategy is a key responsibility for the Commercial Director. This strategy will lead to a larger community of customers, better pricing, new business, and new market entries into France, the US and The Netherlands. The Commercial Director will enhance the company's current route to market. They will activate wholesalers, serve the professional premium hospitality segment and strengthen Original Beans' luxury retail positioning. Additionally, they will identify creative opportunities and new corporate clients like cruise ships and airlines, and brand partnerships.



In addition to their emphasis on strategy and content, the Commercial Director will also lead their team and the broader organization. They will empower the Commercial team and establish a structure that allows them to excel. This role will delegate accountability – in line with Original Beans’ flat and non-hierarchical culture – and embrace the opportunity to develop new accounts if they present significant financial or strategic potential.

The Commercial Director will help co-lead and scale a promising company and set the example in sustainability. They will be closely involved in developing Original Beans’ international culture, teams, and processes while traveling the world and appreciating diversity across countries. ■



Interested? Original Beans is working with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com.



“As part of our senior leadership, the Commercial Director will work closely with me and the CFO. Our board-level discussions are typically fast and driven by numbers. We try to make complex situations actionable and are pragmatic in our decision-making.”

– Philipp Kauffmann, Founder and CEO of Original Beans