



cordstrap
Keeping the world's cargo safe


VACANCY

Segment Marketing Manager

Requirements

- Over 10 years of experience
- In business development and/or strategy consulting
- Within a B to B environment
- Strategic leadership
- Stakeholder management

📍 Oostrum 📁 Minimum of 10 years experience



Cordstrap ensures the safe transportation of goods with solutions that protect the goods themselves, the people handling them, and the industrial environments they pass through. The company has recently made the transition from a product-oriented approach to a segment-oriented, solutions approach where more value can be created. The Segment Marketing Manager Container Protection will take the lead in developing and implementing the strategy for Cordstrap's largest and fastest growing segment.



ABOUT THE COMPANY

Cordstrap

Cordstrap is the global market leader in Protection Engineering, mitigating risks associated with the movement of goods, protecting products, people and places. Cordstrap works closely with customers to provide advice and solutions for a broad variety of global shipping needs. The wide product range of e.g., strapping, lashing, dunnage bags, moisture control and cargo monitoring services is combined with application expertise and local regulatory knowledge to create tailor-made load securement solutions. Whether large project cargo, hazardous chemicals or fragile materials are concerned, Cordstrap ensures cargo is safely moved.

Headquartered in The Netherlands with a global presence of sales offices, factories and distribution partners, Cordstrap has 500 employees present in 22 countries and serves customers in over 50 countries worldwide.

Cordstrap is building a fit-for-future sales approach where commercial teams strike the right balance between customer acquisition, development and retention. A model whereby sales activity is based and focused on potential and high value opportunities in the three main application segments; Container Protection (CP), Heavy-Duty Securing (HDS) and Palletizing, Unitizing and Bundling (PUB). Container Protection (CP) is the largest and fastest growing segment. Competition has followed Cordstrap into this segment and Cordstrap needs to focus on high value products and services, innovation, and cross-selling to maintain its market leadership.



Segment Marketing Manager

Reporting to the VP Marketing & Innovation, the Segment Marketing Manager is responsible for P&L, growth, and profitability targets for the global CP segment. The mission is to create a clear vision and strategy (where to play/how to win), define concrete objectives and drive the execution.

The Segment Marketing Manager continuously monitors the sales performance and analyzes market intelligence to identify growth opportunities and new initiatives to fill the innovation pipeline and develop the business. Product portfolio gaps are fed back to the engineering team and insights are shared throughout Cordstrap to build deep knowledge of the competitive environment and the CP segment.

In this role, stakeholder management and relationship management are important to drive the change towards a segment focused organization. By engaging the sales regions (North America, Central and Southern Europe, LATAM and Asia Pacific/Middle East) and establishing strong relationships throughout the value chain (operations, procurement, production, etc.) commitment will grow to execute against the segment plan.

As a driver of change, this leader will need to be an excellent communicator, resilient and flexible, with a can-do mentality. The Segment Marketing Manager will play an essential role in enabling the organization to shift towards a long-term value creation mentality. ■



Interested? Cordstrap is working with Top of Minds to fill this vacancy. To express your interest, please contact Stephanie Stuit at stephanie.stuit@topofminds.com.



"Cordstrap is a mid-size multinational with a global scope, but still small enough to drive fast decision making and achieve results at a very high speed. This role gives you the opportunity to define the segment strategy and drive the execution, significantly impacting the way we do business and create value. To be successful in this role you need to be steadfast, enjoy influencing others and have a passion for B to B marketing"

Rutger Drost, VP Marketing & Innovation