



**cordstrap**  
The Passion to Protect

KGS  
LBS  
KGS  
LBS  
KGS  
LBS  
28,690 KGS  
63,250 LBS  
76.4 CUM  
2,700 CUFT



VACANCY

# Sales Director

## Requirements

- Master`s degree in business or related field
- 12+ years of international, customer-facing experience
- B2B sales experience in technical environment, preferably in OEM
- Experience in sales and marketing to a large client base

📍 Oostrum 📁 Minimum of 12 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 Sales Director for Small Business and Midmarket clients leads the development of a tailored customer journey and streamlined customer experience for 8000+ clients and leads an international team of account managers across Europe.**







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. The organization is implementing an extensive commercial redesign to further align internal efforts with customer needs across the three main application segments: Container Protection (CP), Heavy-Duty Securing (HDS) and Palletizing, Unitizing and Bundling (PUB).

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

**“Our organization has an open, flat, and execution-driven culture – we are basically a multinational without the corporate politics and bureaucracy.”**

– Ragna van de Burgt, Head of Organizational Development







VACANCY

## Sales Director

To serve all customers better, and to align the organization accordingly, Cordstrap created the role of Sales Director focused on the 8000 small business and midmarket customers across Europe. The Sales Director leads the development of a tailored customer journey and streamlined customer experience for these customers, in close collaboration with sales, marketing, IT, operations, and back-office, and sets up initiatives for standardization, digitization, and e-commerce. To be successful, the Sales Director will leverage the ten account managers across Europe that work with Cordstrap's small business and midmarket customers. The Sales Director is responsible for leading, engaging and empowering this team and for supporting them with the right tools and methods. Therefore, it is essential that the Sales Director has strong stakeholder management skills and the ability to communicate with impact.

The Sales Director reports to the Vice-President Sales EU and works closely with regional Sales Directors, who focus on large accounts, and Key Accountmanagers, who focus on key European accounts. While creating an engaging culture and a customer-centric process around sales to the small business and midmarket customer segment, the Sales Director is expected to continuously align initiatives with the broader strategy and maintain a bridge with the wider commercial organization. Together with internal colleagues and stakeholders, the Sales





Director is responsible for realizing growth from both new and existing customers. Apart from being a team player, the Sales Director should leverage their execution power and creative problem-solving skills.

This is an excellent opportunity for an industry-savvy B2B sales manager with an execution-oriented mindset to reshape the customer journeys and enhance the sales organization of the world's leading protective engineering company. ■



**“We are not here for the quick wins. We strive for sustainable, profitable growth by educating our customer segments on the value of our products and solutions.”**

**Brad Tribble, CEO**

**Interested?** This client works with Top of Minds to fill this vacancy. To express your interest, contact Stephanie Stuit at [stephanie.stuit@topofminds.com](mailto:stephanie.stuit@topofminds.com).

