



VACANCY

# Commercial Director Belgium

## Requirements

- About 10 years' related sales experience
- Background in e-Commerce organizations
- P&L responsibility
- People management skills
- Fluency in Dutch and French preferred

**Lummen** **Minimum of 10 years experience**



**Kramp is Europe's number one agricultural wholesaler and keeps growing fast. Belgium is one of the growth markets where Kramp is active in the agriculture, forest and grass care, and construction. The Commercial Director of Belgium will lead this country's expansion while being responsible for P&L.**





## ABOUT THE COMPANY

# About Kramp

**Kramp Group is Europe's largest agricultural wholesaler. They offer more than 500,000 different spare parts and accessories, and are such a reliable supplier, they directly enhance their customers' efficiency and profitability.**

Kramp is well-known for their exceptional service, next-day delivery on thousands of items, and excellent value for money. This is what makes them the ultimate one-stop shop for every agricultural dealer. And now Kramp is expanding its business into construction, and forest and grass care industries.

But Kramp is much more than a parts supplier. They consistently improve their services to be as efficient and straightforward as possible. By focusing on digitization, e-commerce, and innovation, they continue to maintain their leading role in the market and stay ahead of competitors.

**“Kramp still feels like the start-up we were over seventy years ago. We have the spirit of a family business and the international success of a large multinational.”**

Eddie Perdok, CEO of KRAMP



Each year, Kramp continues to achieve strong growth. With headquarters in The Netherlands, they also have eleven distribution centers, twenty-four sales offices, more than 3,500 employees and over one billion euros in revenue. As a leading player in their market – and supported by investor NPM Capital – Kramp is perfectly positioned to achieve their significant growth plans.

Its Belgian organization has an annual turnover of around 85 million euros. Their Belgian business' main focus is on the agriculture segment, where Kramp has been active for 30 years. As part of their growth strategy, they are now focusing on other segments, as well as southern Belgium and into Luxembourg, where they've identified additional growth potential.





VACANCY

## Commercial Director Belgium

**The Commercial Director of Belgium will have full P&L responsibility over the BeneLux subsidiary of Kramp. They will lead the Belgian commercial team of 45 employees and form the management team along with the Operational Director and supported by the Finance manager and the HR business partner. This role will lead a team of six direct reports. The Commercial Director will report to the Region Sales Director for Midwest Europe.**

The Commercial Director is responsible for growing the Belgian business to a turnover of 100 million euros in 2025. To accomplish this, they will provide structured leadership for all core processes related to online and offline sales, with a solid grasp of the customer journey and, a personal approach to key accounts, if necessary.

Of course, the Commercial Director will also focus heavily on coaching and enabling their team. This includes efforts to boost engagement and improve satisfaction, as well as support leadership with Kramp Belgium's digital transformation.

This is an excellent opportunity for a sales leader with a strong track record in people development, particularly during a transformation phase. The Commercial Director will manage several stakeholders and keeps employee satisfaction high,



within the context of an international matrix organization undergoing a digital transformation. A candidate who is excited to grow the business by adopting an entrepreneurial approach without sacrificing structure will fit well within Kramp Belgium.

The Commercial Director works in a data-driven manner with a key customer focus. Good knowledge of both Dutch and French are required. Naturally, the candidate has an interest in the relevant industries of agricultural, construction, and forest and grass care parts, although specific expertise in these sectors is not required. The successful candidate may not have managed a country organization before, but should be experienced in leading business units. The Commercial Director of Belgium will start an exciting new phase in their career, and enjoy plenty of room to grow personally and professionally. ■



**Interested?** Kramp has appointed Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at [gijs.millaard@topofminds.com](mailto:gijs.millaard@topofminds.com).

