



VACANCY

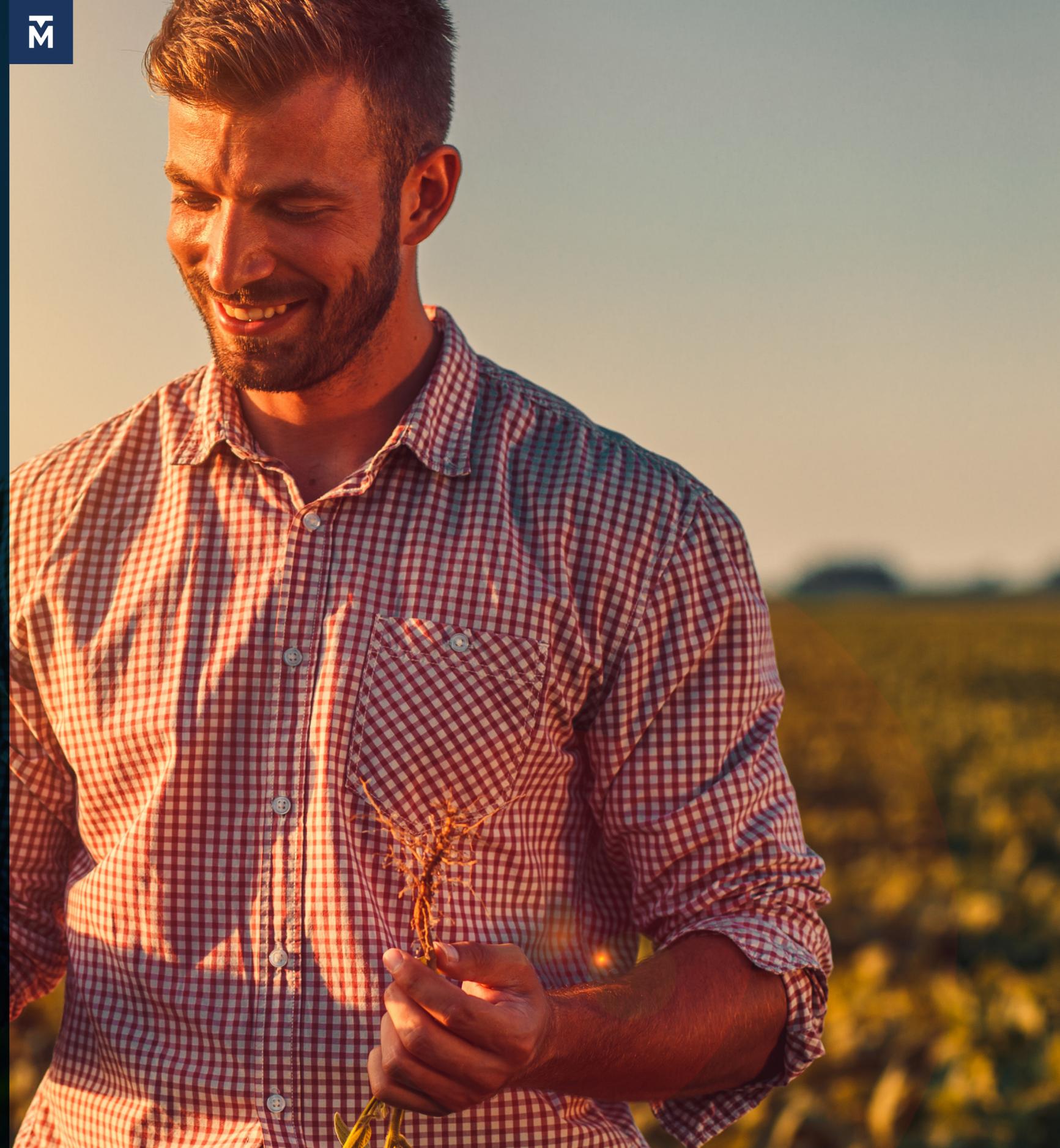
Omnichannel Director

Requirements

- Over 15 years of experience
- In online and offline customer journey strategy
- Within client-focused (online) businesses
- Commercial mindset
- Fast and critical thinking
- Navigating between strategy and execution
- Stakeholder management



Kramp is Europe's number one agricultural wholesaler, and they keep growing fast. The company is in the process of streamlining its commercial strategy with a strong focus on e-commerce, as part of a company-wide digital transformation. The Omnichannel Director takes the lead in designing and implementing sales excellence across all customer touchpoints.



Kramp

Kramp Group is Europe's largest agricultural wholesaler. They supply more than 500,000 different spare parts and accessories for the sectors Agriculture, Forest & Grass Care, and Construction. Kramp is well-known for their reliability, 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.

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 maintain their leading role in the market and stay ahead of competitors. Kramp boasts healthy profitability and an annual turnover of over one billion euros.

Each year, Kramp continues to achieve strong growth. With headquarters in The Netherlands, they also have 11 distribution centers, 24 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 continue this growth. Ninety per cent of the company's business is already coming from digital channels, With its digital transformation, Kramp is ramping up for the future and putting e-commerce at the center of its sales strategy.

Omnichannel Director

The Omnichannel Director reports to the CCO and has direct leadership over a department of 30 fte, while functionally steering 400 fte located in the countries. The Omnichannel Director has three direct reports: the Directors of Sales Strategy & Excellence, Digital Channels, and Customer Service. The Omnichannel Director takes charge of the entire customer journey, including all online and offline touchpoints. The Omnichannel Director sets up a comprehensive omnichannel sales strategy that will significantly impact Kramp's bottom line, based on solid analysis and insights, and executed from plan to implementation. This strategy revolves around creating a unified experience across all sales channels, integrating marketing and sales data sources, analyzing customer behavior across channels, and optimizing sales processes. With the three direct reports and their teams, the Omnichannel Director ensures a high standard of sales excellence, improving sales operations and performance across the entire commercial organization.

The Omnichannel Director is the sole authority within the organization when it comes to mapping and comprehending all touchpoints across the customer journey, and as such, they hold the keys to bringing this customer journey to the next level.

They combine key analytical insights – generated by the own department, but also with help from the BI and analytics teams – with a relentless focus on



commercial effectiveness. The Omnichannel Director identifies opportunities as well as knowledge or skill gaps, and ensures the necessary measures are taken to respectively capitalize on or remedy these. This includes initiating business development and setting up training for the sales teams from a Sales Excellence perspective.

The mandate also includes selecting tools and setting up dashboarding, to understand how online and offline touchpoints integrate and lead to incremental commercial success. Together with IT and a team of e-commerce specialists, the Omnichannel Director drives all omnichannel technology projects and maximizes the current and new applications' value. The Omnichannel Director is also responsible for the people and performance management of their department, and optimizing the team's setup and way of working.

This role is an attractive challenge for a successful commercial leader, with a track record in client-focused commercial strategy creation and implementation. The right candidate makes complex topics simple, pinpoints key strategic levers, drives a highly commercial and result-oriented way of thinking, and communicates clearly. Although Kramp is active both in B2B and in B2C, the customer journey resembles the B2C type – making a background in B2C or consumer goods and online retail a good fit for this role. The Omnichannel Director will have ample opportunity for further professional development within the organization. ■



Interested? Kramp is working with Top of Minds to fill this vacancy. To express your interest, please contact Marlies Hoogvliet at marlies.hoogvliet@topofminds.com.



“The Omnichannel Director is successful if, after one year, they have formed a clear vision on optimizing how our customers engage with us and how we can create a seamless experience across touchpoints. This vision feeds into the Group’s commercial strategy and roadmap creation for our digital channels, field sales, and customer service capabilities, as well as the general strategic focus for the entire commercial team.”

Rutger Bruijnen, CCO at Kramp