



VACANCY

International Business Development Manager

Requirements

- Bachelor's or Master's degree
- Over 7 years of work experience in Business Development or Product Management
- In the construction equipment industry
- Strategic
- Analytical mindset
- Leadership skills
- Comfortable working in a cross-functional matrix organization

📍 Remote 📁 Minimum of 7 years experience



Kramp is Europe's number one agricultural wholesaler and keeps growing fast. To continue this momentum, the company is expanding into adjacent markets.

The International Business Development Manager will build Kramp's construction business across Europe, offering great exposure to senior management and plenty of opportunity for impact on an international scale.



Kramp

Kramp Group is the largest agricultural wholesaler in Europe. With over 500,000 spare parts and accessories, it is such a reliable supplier that it directly enhances its customers' efficiency and profitability. Kramp is known for its exceptional service, next-day delivery on thousands of items, and excellent value for money. This is what makes the company the ultimate one-stop shop for every agricultural dealer.

But Kramp is much more than just a supplier of parts. The wholesaler consistently improves its services to become as efficient and straightforward as possible. By focusing on digitization, e-commerce, and innovation, Kramp strengthens its leading role in the market and stays ahead of its 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

Kramp continues to achieve strong annual growth. The company operates from eleven distribution centers and twenty-four sales offices, employs more than 3,500 employees, and reports over one billion euros in revenue. As a leading player in their niche market Kramp is perfectly positioned to continue its significant growth plans, which include strategic expansions into adjacent markets.



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International Business Development Manager

The International Business Development Manager will explore and lead Kramp's expansion into the construction industry. They will manage the overall coordination, execution, and implementation and translate the corporate strategy into actionable plans and initiatives at the country level. The International Business Development Manager will be part of the Sales, Strategy, and Business Development Team and report to the Director of Sales & Development.

The construction industry is not new to Kramp. In several countries, the company has organically entered the space. It will be up to the International Business Development Manager to deepen the approach in these markets with an overarching strategy, a thought-through proposition, a complete assortment of parts, clothing, and ancillary items, and a targeted marketing program. They will also be responsible for building new strategic partnerships to expedite Kramp's expansion.

The main objective of the International Business Development Manager will be to grow Kramp's revenues in the construction and segment across Europe. To be successful, the position will require close collaboration with a wide variety of stakeholders. The International Business Development Manager will work with, amongst others, the product management, procurement, operations, strategic partnerships, marketing, and legal teams. They will also frequently interact with

Kramp's Executive Board, e.g., presenting updates, aligning business cases, and securing additional investments. These interactions require communicative, conceptual, and analytical skills to turn complex challenges into intuitive and convincing presentations.

The International Business Development Manager will also work closely with Kramp's country teams. Together with the local organizations, they will implement the expansion strategy, e.g., preparing business cases and designing and executing rollout plans. Therefore, the role will involve frequent travel: about twenty-five percent of the time. The combination of collaboration with the country organizations, central teams, and Executive Board will give the International Business Development Manager plenty of exposure. ■

Interested? Kramp is working with Top of Minds to fill this vacancy. To express your interest, please contact Marc Mohr at marc.mohr@topofminds.com.



As the International Business Development Manager Construction you will be able to build the foundation to further grow and develop this new industry for Kramp"

– Cilia Röell, Director Sales Development