



VACANCY

# Commercial Strategy Manager

## Requirements

- 5+ years of work experience
- Background in Strategy Consulting
- A good feel for technology
- Analytical skills
- Change management

Enschede Minimum of 5 years experience



**NX Filtration is on a mission: clean and affordable drinking water for everyone. By translating the company's advanced technology into effective go-to-market plans, the Commercial Strategy Manager enables the company to achieve global growth and fulfill that mission. They develop a commercial strategy and collaborate closely with global sales teams to implement it successfully.**

## NX Filtration

The availability of clean water has become a challenge in an increasing number of regions around the world. With its patented technology, NX Filtration offers a solution for this. The company develops and manufactures nanofiltration membranes that can remove a wide range of contaminants such as antibiotics, viruses, bacteria, nanoplastics, drug residues, and PFAS from water. NX Filtration's technology also requires much less energy and chemical additives than other solutions to accomplish this, enabling the company to provide clean, sustainable, and affordable water.

NX Filtration's membranes are used all over the world, including by major industrial heavyweights such as PepsiCo and Carlsberg and by drinking and wastewater companies such as Suez and Veolia. The company achieves this with a team of about 180 people, the majority of whom work at the headquarters in the Dutch city of Enschede. That location is no coincidence: NX Filtration originated from the University of Twente, with which it still works closely.

Infestos – a sustainable investment company – has been closely involved since the founding of NX Filtration. In 2021, NX Filtration made an IPO (Infestos remains a major shareholder), which generated capital for the company that it invests in a state-of-the-art production location in Hengelo, in R&D, and in building a global sales team. These resources also allow the company to focus on an ambitious growth trajectory. NX Filtration wants to significantly expand its global position over the coming years, providing clean and affordable water to more and more places.



# Commercial Strategy Manager

**The Commercial Strategy Manager helps convert NX Filtration's innovative technology into commercial growth. For this, they focus on the entire scope of commercial activities: from drawing up and implementing a commercial strategy to developing and analyzing the go-to-market approach, and from new business development to creating and carrying out account and segment plans. The Commercial Strategy Manager reports to the CEO and works closely with the other board members who are responsible for the commercial process within NX Filtration.**

NX Filtration's commercial organization is divided into five regions: China, India, the rest of Southeast Asia, the Americas, and EMEA. Taking into account local differences, the Commercial Strategy Manager is responsible for building upon NX Filtration's strategy and continuing the roll out in all five regions to accelerate growth. This involves closely working with the Regional Sales Directors and their teams. The Commercial Strategy Manager ensures synergy between the regions, the exchange of best practices, and an effective approach to cross-regional accounts.

Refining and implementing the go-to-market strategy across all regions is just one example of a topic on which the Commercial Strategy Manager focuses. The company's primary customers are OEMs that incorporate the membranes into the systems they supply. This requires an approach in which both the end



customer (e.g., water treatment companies) and the OEMs understand the benefits of the technology, which generates demand on both sides. In that context, the Commercial Strategy Manager will help the sales teams identify key decision-makers, come to the table with the right pitch, set priorities, identify opportunities, unlock new segments, and apply optimal pricing.

The role is a great opportunity to make a commercial difference in a technologically driven company that is passionate about sustainability. They are given complete freedom to implement a rock-solid strategy for ensuring that NX Filtration membranes are used all over the world, contributing to clean and affordable water. The position is also a great stepping stone to interesting subsequent positions, such as a regional leadership role.■



**Interested?** NX Filtration is working with Top of Minds to fill this position. Please contact Imke Peters at [imke.peters@topofminds.com](mailto:imke.peters@topofminds.com). to express your interest in this position



**“This role requires analytical skills, creativity, structure, and leadership. The Commercial Strategy Manager must feel at home in a company where technology is central and be ready and willing to roll up their sleeves to help with an important sales pitch, mapping a new market, or supporting the development of account plans”**

Jeroen Pynenburg, CEO