



Vacancy

# Sales Planning Coordinator





Stanley's iconic and durable green thermos flaks have been around for decades. Recently, their novel designs have been going viral on social media, doubling sales in the past two years. Stanley is now solidifying ongoing growth with a focus on innovation and sustainability. The Sales Planning Coordinator ensures operational excellence in all its facets for the EMEA Sales organization.

## Requirements

- Over 3 years of experience
- In sales operations
- Or in logistics or supply chain
- Fluent in English
- Strong project management skills
- Master's degree



**Amsterdam**



**Minimum of 3 years' experience**



About the company

# Stanley

**Founded in 1913, Stanley have put in major efforts in recent years to expand their product range. This way, Stanley is changing the way we store and consume food for good. And with excellent results: since 2021, the company has been doubling its annual revenue every year and is on track to keep doing so in the near future.**

To achieve this fast growth, Stanley continues to focus on its core strengths: innovation and sustainability. One example of innovation is the Camping product line; another is creating products in vibrant colors to appeal to the young female demographic. Stanley's sustainability proposition focuses on creating products that last a lifetime, from recycled materials and wrapped in paper packaging.

The globally operating company, owned by HAVI, has its headquarters in Seattle. The EMEA region is served by a commercial team of around fifteen people in Amsterdam. To sustain the current growth track, everything in the production and sales process needs to be executed to perfection. The Sales Planning Coordinator ensures the sales processes and periodical decision-making cycles are up to standard and well-integrated in the organization. ▶



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**The Sales Planning Coordinator plays a key part in ensuring the EMEA commercial organization can grow and optimize. The Sales Planning Coordinator will organize, improve, and accelerate the ways of working – and thereby the results of the Stanley EMEA Sales teams. For this, they will use their strong planning and operational skills, their keen eye for opportunity, and their strength in stakeholder management.**

They report to the Regional Operations & Planning Manager but also work closely with Ben James, Vice President EMEA, for whom they will run several projects.

In their central role, the Sales Planning Coordinator is closely linked to the leadership and the decision-making process, with the opportunity to both facilitate and challenge. They assist in the regional sales forecasting process, helping the Regional Planning team to distribute, track, and report on Sales team bonus KPIs, targets, and performance. They manage the Sales and Commercial teams' regional go-to-market calendar, ensuring proper planning and execution. They align tools and deliverables in the realm of sales planning, sales meetings, and trade shows with the Global go-to-market calendar, and ensure these deliverables are properly executed. And they contribute actively to the continuous improvement of processes within the Sales organization.

The Sales Planning Coordinator provides ongoing administrative support to the sales and leadership teams, organizing and running leadership meetings and taking the lead in planning and executing team-building events and activities. ►

They are responsible for the execution of EMEA distributor sales meetings and help drive cooperation with distributors, retailers, and e-commerce players in joint forecasting. They are the main contact for all Sales team meetings' initiatives and oversee their logistical execution, such as scouting and booking venues. They coordinate the creation of meeting content and the collection of insights regarding forecasting and demand, for senior leadership. Lastly, they prepare and manage periodical webinars with the Sales, Marketing, and Commercial teams.

This is a versatile role for a candidate who wants to grow as fast as Stanley. The role's administrative and operational component requires a down-to-earth candidate who gets energized by getting things done and by ensuring teams can work well together. The role's project management component, meanwhile, requires the candidate to also have a more strategic, analytical side, a strong ability to spot opportunities for process improvement, and the flexibility to handle multiple projects at once. In this role, an ambitious candidate with a few years of experience has high visibility among senior leadership and makes a lasting impact on the Stanley EMEA Sales organization.



## Interested?

Stanley is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Emma de Wit at  
[emma.dewit@topofminds.com](mailto:emma.dewit@topofminds.com).

**“The Sales Planning Coordinator ensures consistency and operational excellence in our periodical cadences of meetings, insights collection, and calendar creation, among others. But they are also a right hand to the leadership team, owning crucial projects with a high level of senior visibility.”**

**Ben James, General Manager, EMEA**