



Vacancy

Head of International Accounts





JDE Peet's is a market leading coffee and tea supplier based in The Netherlands. They supply a full range of coffee and tea concepts, equipment, ingredients, accessories, and services worldwide. The Head of International Accounts will develop and implement business growth strategies, build strong relationships with key international customers, and align stakeholders across the global organization.



Requirements

- 10 years' experience
- In sales and account management
- In multi-level and matrix organizations
- Analytical and structured
- Strong stakeholder manager and negotiator

 **Amsterdam**

 **Minimum of 10 years' experience**



About the company

JDE

JDE Peet's is the world's leading pure-play coffee company. Headquartered in The Netherlands, the company supplies a wide range of coffee and tea concepts, equipment, ingredients, accessories, and services worldwide. JDE's extensive portfolio includes iconic household names such as Jacobs, Tassimo, Moccona, Senseo, L'OR, Douwe Egberts, TiÓra, Super, Kenco, Pilao, and Gevalia.

Founded by Johann Jacobs and Egbert Douwes more than two centuries ago, JDE products are available in retail, out of home and professional markets in more than 100 countries. The international company has offices around the world and values its diverse teams. JDE believes this diversity and their highly inclusive work culture allow them to serve every coffee and tea lover in the best possible way, no matter where they live.

Driven by a passion for coffee and tea, care for people, and respect for the environment, JDE is committed to making a positive impact on society and the environment. Their sustainability program aims to responsibly source all coffee, minimize their environmental footprint, and work for equality, diversity, and inclusion across all stakeholder networks. ▶



As JDE's key distributors expand their international reach, the organization must also evolve at a similar pace. The company has ambitious goals for the future and is expanding their global teams to meet customer demands, drive account growth, and maintain a competitive edge in global markets.▶





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Responsible for building successful relationships with JDE's international customers, the Head of International Accounts plays a pivotal role within the organization's growth strategy. A vital member of the Global Sales team, they will transform strategies into tangible projects, and lead major initiatives across a wide network of international stakeholders, driving revenue growth and value creation.

Working closely with the Global Customer Director, the Head of International Accounts will lead and coordinate the management of key international accounts, aligning multiple stakeholders to ensure a consistent approach to partnership development. The Head will spearhead negotiations, regularly engaging with clients to develop personalized account management strategies, and foster long-term strategic partnerships at local and global levels.

Commercially driven and a confident leader, the Head builds a strong organizational network, fostering trust and buy-in from local Key Account Management teams, Sales Directors, and General Managers. Working with the Global Sales team, the Head develops and implements robust account growth strategies, shaping and preserving the value chain of JDE's global operations.

Structured and personable, the Head of International Accounts manages sales communities, facilitating shared best practices and guidelines within international and local market sales teams, and stimulating a collaborative environment. Ensuring consistency in international account management, they coordinate with all international markets, standardizing guidelines, approaches, and operational procedures. ▶



The analytical and data driven Head of International Accounts will conduct comprehensive market, sales, and financial data research. Utilizing advanced analytical tools, they generate actionable insights that will drive negotiations and identify growth opportunities for international agreements. Leading regular business review meetings, including Top-to-Top interactions and internal reviews with local sales teams, the International Account Director tracks progress against goals and adjusts strategies as needed. Additionally, they leverage and improve the integrated reporting framework, providing detailed and accurate representations of key account performance on an international scale.

JDE is an international company that prides itself on a highly diverse and inclusive working environment. They value entrepreneurship, accountability, solidarity, simplicity, and discipline. This role is located at the headquarters in The Netherlands and includes international travel. It is perfect for an agile commercial professional with a drive for excellence, and who is accountable and embraces responsibility. This highly visible role offers exciting professional growth opportunities within the international company.■



Interested?

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

“This role is not only about managing accounts. The Head of International Accounts plays a pivotal role in driving the overall success of our global operations. By establishing strong relationships both internally and with our customers, they lay the foundation for successful negotiations and product launches into new markets, driving value and growth.”

**Valentyn Danylyuk,
Global Customer Director of JDE**