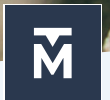


Vacancy at Kramp

Managing Director



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Requirements

- Over 15 years of experience
- In commercial leadership and business transformation
- With corporate and medium-sized enterprises
- In B2B or closely related to B2B
- Experience managing P&Ls and improving financial performance
- Commercially driven and results-oriented
- Confident team leader and people manager
- Innovative, entrepreneurial and forward thinking

 **Varsseveld / Utrecht**

Kramp is Europe's leading agricultural wholesaler. They supply more than 500,000 different spare parts and accessories for the Agriculture, Forest & Landscape, and Construction sectors. The Managing Director will lead Benelux, its largest region, and drive strategic business transformation and market expansion, to create sustainable growth and maintain Kramp's leadership position in the industry.

About Kramp

Kramp Group is Europe's largest agricultural wholesaler. They supply more than 500,000 different spare parts and accessories for the Agriculture, Forest and Landscape, and Construction sectors. Well known for their reliability, exceptional service, and next-day delivery on thousands of items, they offer customers excellent value for money. This is what makes them the ultimate one-stop shop.

But Kramp is much more than a parts supplier. They consistently improve their services to be as efficient and seamless as possible. By focusing on digitization, e-commerce, and innovation, they maintain their leading role in the market and stay ahead of competitors. Their internal culture is equally important within the organization. Kramp is home to driven individuals who consistently set high standards. Their culture reflects this entrepreneurial spirit, in addition to being open, innovative, and people centric.

Each year, Kramp continues to achieve impressive growth. They achieve healthy profitability and an annual turnover of over one billion euros. In addition to their headquarters in The Netherlands, the largely family-owned company also has eleven distribution centers, twenty-four sales offices and more than 3,500 employees. As a leading player in their market, Kramp is perfectly positioned to continue this growth.





Managing Director

The Managing Director will lead the organizational transformation of Kramp Benelux to achieve their ambitious expansion goals in their most profitable region. This highly visible role is essential for sustaining Kramp's €300 million turnover and forty-five percent market share in the Benelux, while driving future growth, fostering innovation, enhancing service excellence, prioritizing customer-centricity, and advancing business development by seizing new market opportunities.

The Managing Director will report directly to the Chief Commercial Officer and Executive Board Member, Rutger Bruijnen, overseeing the entire Benelux Cluster of around 300 FTEs. They will lead the Cluster Management Team, which includes two Sales Directors, while steering the commercial cluster functions of Assortment, Customer Service, Pricing, and Marketing.

A major focus will be to expand Kramp's reach to different customer segments. Spearheading this strategic growth of market share within the Benelux region, the Managing Director will lead the change management efforts required to ensure a seamless transition. With changing market dynamics, including the increasing consolidation of dealers and demand from larger end-users, the Director will develop innovative approaches to customer engagement and service delivery.

This role's influence will extend across multiple business facets. The Director will manage and align budgets with Kramp's strategic objectives, to ensure optimal resource allocation for growth. Leading business planning initiatives, they will ensure all efforts align with company goals and are executed effectively, while strengthening organizational capabilities and driving performance. As the face of Kramp Benelux, the Managing Director will build strong relationships with key

clients and partners to secure high-value opportunities. They will act as a bridge between the Benelux team and executive management, to ensure alignment with company goals, while fostering a culture of empowerment and performance excellence across all teams.

This role requires a professional capable of steering diverse teams toward common goals, fostering alignment, and ensuring the successful execution of Kramp's growth strategy across the region. To succeed, the Managing Director is pragmatic, entrepreneurial, and simplifies complex challenges. Commercially driven and results-focused, they thrive on pushing the business forward and challenging the status quo. Skilled at building relationships, they also balance strategic insight with emotional intelligence, motivate teams and navigate market dynamics with ease.

“This role offers the rare chance to lead a high-performing team into a region that’s already setting the standard for the entire company. The Managing Director will have the freedom to push boundaries and innovate in ways that will ripple across the business, making a lasting impact far beyond the Benelux.”

**Rutger Bruijnen,
CCO of Kramp Group**

Kramp prioritizes strong partnerships, accountability, and data-driven progress. They also foster a culture of openness, trust, and continuous improvement. The international company provides a dynamic work environment that encourages innovation and empowers employees to embrace Kramp's core values of Collaboration, Care, and Ownership. The role has the opportunity to work with a hybrid model across Kramp's Benelux offices in Varsseveld, Utrecht, and in Lummen, Belgium and requires travel to client's office across the region.





Interested?

Kramp is working with Top of Minds to fill this vacancy.

To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com



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