

Vacancy at Forbo Flooring Systems

Global Marketing Director



FLOORING SYSTEMS



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Requirements

- Over 10 years of experience
- In a senior-level marketing position
- In a multinational B2B product environment
- Experience in brand positioning and digital transformation
- Customer-centric mindset
- Hands-on, proactive, and results-driven
- Excellent communicator and stakeholder manager
- Inspirational team leader and collaborator

 Assendelft

Forbo Flooring Systems, a global leader in sustainable flooring solutions, is seeking a Global Marketing Director to optimize its marketing approach. Leading a high-performing team, they will drive the transition to a customer-centric strategy, enhance the digital customer experience, and implement advanced technologies to elevate the brand.

About Forbo Flooring Systems

Forbo Group is a global leader in floor coverings, construction adhesives, and lightweight conveyor and power transmission technology. The company operates through two key divisions: Forbo Flooring Systems and Forbo Movement Systems, each offering innovative and high-quality solutions tailored to diverse industries.

Headquartered in Assendelft, The Netherlands, Forbo Flooring Systems specializes in sustainable and environmentally friendly flooring products, with a strong presence in commercial resilient flooring, including natural linoleum, premium vinyl, entrance flooring systems, and high-tech textile flooring. Primarily serving commercial environments such as public buildings, hospitals, schools, offices, hotels, and restaurants, the division employs around 2,800 people and operates an extensive global network with 15 production facilities across seven countries and distribution companies in 27 countries.

Sustainability is at the heart of Forbo's operations. The company takes pride in its environmentally conscious manufacturing processes, focusing on renewable materials, recycling initiatives, and energy-efficient production. Forbo Flooring Systems continuously invests in cutting-edge technologies to develop solutions that enhance aesthetics, functionality, and sustainability.

Forbo has successfully built a foundation of financial stability and a strong product portfolio. While the brand is the clear industry leader in specific product categories like linoleum, the innovative company's mission is to gain broader market leadership across the entire flooring industry. To achieve this goal and drive sustainable growth, Forbo is embarking on a transformative journey, adapting its marketing strategy to align with evolving customer expectations and keep up with the rapidly changing digital landscape.





Global Marketing Director

The Global Marketing Director (GMD) will lead the optimization of Forbo Flooring Systems' marketing strategy, driving the shift to a more modern and agile approach. They will lead the transition from product-centric to customer-centric strategies, enhancing the digital customer experience, and implementing marketing automation and advanced technologies. This role will focus on aligning global marketing efforts with commercial goals, uniting teams across regions, and ensuring a consistent and compelling brand message. Serving as an influential leader within the organization, the GMD will have the opportunity to bring fresh, innovative ideas, and drive a modern and engaging marketing approach, leveraging both creativity and technology.

The Global Marketing Director (GMD) will take ownership of the critical task of aligning marketing and sales, fostering collaboration to ensure marketing becomes a seamless and integral part of the sales process. Transforming the brand narrative, the candidate will highlight Forbo Flooring Systems' innovative design, superior quality, and commitment to sustainability, positioning the company as a forward-thinking leader in the flooring industry. The GMD will lead the development and execution of a unified global marketing strategy, ensuring alignment across regional and local teams while driving commercial success through customer-centric initiatives.

The candidate will oversee the modernization of traditional and digital marketing channels, leveraging advanced tools such as marketing automation and analytics to enhance customer engagement and optimize campaign performance. A key focus will also be to establish measurable KPIs, including brand awareness, lead generation, and customer retention, while monitoring campaign effectiveness to drive continuous improvement.

The GMD reports directly to the SVP Global Sales and Marketing and has a dotted reporting line to the Head Corporate Marketing and Communications of Forbo Group. The candidate will collaborate closely with Corporate Marketing and lead a central marketing team of 12 professionals and provide strategic guidance to regional marketing teams worldwide. With dotted-line collaboration with regional marketing managers, the GMD ensures seamless integration of global strategies with local execution. This highly visible role includes membership on key steering committees and collaboration with divisional and corporate boards, positioning the GMD as a vital influence in shaping Forbo Flooring Systems' global marketing initiatives.

This role demands strategic leadership and a hands-on approach. The ideal candidate has a 'get things done' mentality. Their integrity, honesty, and proactive mindset make them a driving force behind transformative change. Business savvy and results-oriented, they excel at shaping and executing complex agendas and seamlessly manage multiple priorities with precision and focus. A natural collaborator and persuasive communicator, the GMD builds trust and creates alignment across diverse stakeholders and inspires buy-in at all levels. They are a visionary leader with a global mindset, capable of inspiring and motivating cross-functional teams in a fast-paced, matrixed environment, fostering a performance-oriented culture that empowers and develops their team.

“This is a unique opportunity to redefine Forbo Flooring Systems' global marketing strategy and elevate our brand to the next level. Your ideas and leadership in modernization and digitalization will transform how we connect with our customers and directly drive our growth.”

**Oliver Schutte,
Senior VP Sales and Marketing**





Forbo Flooring Systems values innovation, sustainability, and creating better environments for customers and communities and offers a dynamic, inclusive workplace that fosters collaboration, creativity, and professional growth. This position is a perfect fit for a senior-level B2B marketing expert with experience in a global manufacturing environment, preferably with a design-oriented product focus. The role is based in Assendelft, The Netherlands and occasional travel.



Interested?

Forbo Flooring Systems is working with Top of Minds to fill this vacancy.

To express your interest, please contact Stephanie Stuit at stephanie@topofminds.com.



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